



City of Baltimore

Legislative File Number 06-0163R (version 0)

In Support of the Baltimore Buy Local Campaign

FOR the purpose of supporting the Baltimore Buy Local Campaign, which recognizes locally-owned small businesses and innovative entrepreneurs who live and work in the Baltimore metropolitan region as the engine of our economy, and to encourage residents to shop in Baltimore's locally-owned stores and buy locally-made products.

Recitals

Part of a national initiative in which many metropolitan cities have participated, the Baltimore Buy Local Campaign's objective is to educate City residents to "Think Local" when considering where to make purchases, to "Buy Local," and to "Be Local" by supporting businesses that keep Baltimore's economy vibrant, diverse and unique. The Campaign seeks to achieve this not only by increasing market share to independent, locally-owned businesses, but also by raising awareness of the personal and community benefits of choosing to "Buy Local."

Administered by the Chesapeake Sustainable Business Alliance (CSBA), the Baltimore Buy Local Campaign is open to local- and independently-owned private business in Baltimore region, who, through the financial support of CSBA's sponsors, are provided with significantly subsidized, professionally designed materials and publicity. By supporting the efforts of CSBA to educate the public on the importance of supporting Baltimore's local economy and to encourage businesses and consumers to be environmentally sustainable and socially responsible, Baltimore City joins in the vision for a sustainable global economy characterized by long-term economic empowerment and prosperity, economic justice, cultural diversity, and a healthy natural environment.

By "Buying Local," Baltimore residents will benefit in many ways. First, we will be keeping money in the neighborhood. According to a 2003 study, for every \$100 spent at a locally-owned business, \$45 goes back into the community and to the local tax base, and for every \$100 spent at a non-local chain store, only \$14 comes back to the neighborhood.

Second, we will be embracing what makes us authentic and unique. One-of-a kind local, independent businesses enable us to live in a city defined by a characteristic charm that can only be found in Baltimore.

Third, Baltimore City citizens will benefit from Buying Local by experiencing better service. Local businesses often hire people who have a better understanding of the products they're selling and take more time to get to know customers.

Fourth, we will be able to buy what we want, not what someone wants us to buy. Small businesses, choosing products based on what their customers love and need - not a national sales plan - guarantee a more diverse range of product choices.

Fifth, by Buying Local, we will create more good jobs. Small local businesses are one of the largest employers nationally and in Baltimore City, offering greater loyalty to their employees.

Sixth, we will help out the environment. To Buy Local in Baltimore is also to invest in the local environment since the Baltimore Buy Local campaign encourages recycling and reuse of waste as well as the reduction in material and energy costs, limiting the environmental impacts of doing business, keeping the region healthy and competitive, and preserving authentic places for future generations to enjoy. In addition, independent businesses, by making purchases that require less transportation and by developing in commercial corridors in the city rather than on its fringes, do not contribute to sprawl, congestion, habitat loss and pollution.

Seventh, we will support community groups by Buying Local. Nonprofits receive an average 350% more support from local business owners than they do from non-locally owned businesses.

Eighth, we will invest in the community. Local businesses are owned by people who live here, work here, and are more invested in our future.

Ninth, we will put our taxes to good use. Local businesses in neighborhoods need comparatively less infrastructure investment and make more efficient use of public services as compared to nationally-owned chain stores entering the community.

Finally, by Buying Local, we will show the country that we believe in Baltimore. In an increasingly homogenized world economy, people are more likely to invest in or move to communities that preserve their one-of-a-kind businesses and unique tastes.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF BALTIMORE, That Baltimore City supports the Baltimore Buy Local Campaign, which recognizes locally-owned small businesses and innovative entrepreneurs who live and work in the Baltimore metropolitan region as the engine of our economy, and encourages residents to shop in Baltimore's locally-owned stores and buy locally-made products.

AND BE IT FURTHER RESOLVED, That a copy of this Resolution be sent to the Mayor and the Mayor's Legislative Liaison to the Council.

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