

1.3 Inventory and Promote Local Retail Options

10 Points

20 Points

30 Points

Objective

Make municipal residents aware of opportunities to conveniently purchase products and services from local retailers.

Complementary actions:

- [Provide Resources and Support to Local Businesses](#)
- [Implement Sustainable Purchasing](#)

What to Do

If you collaborate with other municipalities to implement this Action, each municipality will receive points.

The more you do, the more points you earn.

1. Select a target sector and develop an inventory of local retail options for that sector. Target sectors include growers and producers, distributors, food hubs, local seafood purveyors, local artisans, and local contractors. The inventory should include the name and address of each retailer in both list form and plotted on a map. You may incorporate special designations for local businesses, sustainable, or eco-friendly businesses, minority and women-owned businesses, and alternative corporate structures, such as B Corps and cooperatively owned businesses. The inventory should serve as a comprehensive guide for residents of retail options that are located within the municipality's boundaries and possibly including the nearby vicinity. Municipalities may choose to work collaboratively to develop a regional inventory. If the target sector is retailers of locally grown food, the inventory should include retailers that reliably sell fresh, local, in-season, native products. Such retailers include but are not limited to supermarkets, wholesale clubs, mass merchandisers, food cooperatives, farmer's markets, community farms, community supported agriculture (CSAs), farms, farm stands, pick-your-own operations and ice cream stands. If restaurants are included, then criteria must be set for inclusion in the inventory. **(10 points per sector-specific inventory, up to 20 points)**

Submit: Copy of each sector-specific inventory (in list and map form). For regional inventories, each participating municipality will receive points.

2. Develop, implement and maintain an ongoing "buy local" campaign. Elements may include a campaign name, logo, slogans, tag lines, website, and social media platforms. In communication materials, the campaign needs to utilize a statement about *why* buying local is important to the community. [A definition of "local"](#) should be stated for purposes of the campaign. If any local retail inventories are created (please see item 1 above), the campaign should include their dissemination. Venues for and modalities of distribution of materials may include but are not limited to schools, child care centers, libraries, community centers, local health departments and districts, municipal tax bills and links on the municipality's website. Measurable impacts should be determined and evaluated. **(10 points)**

Submit: An overview of outreach (5 sentences maximum), including target populations (if any); at least one example from among materials disseminated, which could include flyers, articles, letters,

newsletters, powerpoint presentations for stakeholders, website links or other digital communications materials; and a list of any campaign-sponsored events or public meetings where the campaign was highlighted and discussed and the dates that they were held.

Potential Municipal and Community Collaborators

Any municipal economic development staff and potentially local government public health department or district staff should be involved in the implementation of this action. Community partners include local businesses (including farms), chambers of commerce and other business alliances, business associations, community food organizations, and downtown revitalization groups.

Funding

For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the [Sustainable CT Grants Portal](#), which is searchable by Action. Please also visit the [Sustainable CT Resources for Certification](#) page for opportunities for technical assistance and other supports.

Resources

Toolkits, Calculators, Guidance Documents

- [American Independent Business Alliance, The Keys to Effective Buy Local Campaigns](#)
- [What is Localism?](#)
- [Made in Connecticut](#)

Organizations and Relevant Programs

- [The Business Alliance for Local Living Economies](#)
- [UConn: Zwick Center for Food and Resource Policy](#)
- [Connecticut Department of Agriculture, CT Grown Program](#)
- [UConn Extension Community & Economic Development](#)
- [HeartCTGrown](#)
- [Small Business Saturday](#)
- [350 Project](#)

Benefits

Supporting independent and locally owned businesses produces a host of benefits. Such support can bring stability and diversity to the local economy, create jobs and expand municipal tax revenue, all promoting local and regional economic well-being. Local support can enhance social cohesion and build community. And buying local reduces transportation costs, and in turn, greenhouse gas emissions.

Connecticut Success Stories

- [A Taste of Mansfield](#)

Credit for Past Action

- Inventories must have been created or updated within 1 year prior to application submission.
- “Buy Local” campaign materials, events or meetings should have distributed or occurred within 1 year prior to application submission.