

1.3 Inventory and Promote Local Retail Options

5 – 30 Points

Action Updates

This action has been revised for the **current certification cycle**. A version of this action from the prior program year is [available for comparison](#). Edits are highlighted in yellow. (Last update 2020)

Objective

Promote purchase of products and services from local businesses.

Complementary actions:

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

What to Do

If you collaborate with other municipalities or other stakeholders to implement this Action, please describe the partnership in the “partners” box of your submission. Please also consult this [guidance document](#) to help your municipality earn points for actions pursued in partnership. Regional collaboration and other forms of partnership are highly encouraged.

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 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.
 - a. The inventory should include the name and address of each retailer in both list form and plotted on a map. **(5 points per sector-specific inventory, up to 10 points)**
 - b. Incorporate special designations in the inventory 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. If the target sector is retailers of locally grown food, the inventory should include designations for retailers that reliably sell fresh, local, in-season, native products. **(5 points per sector-specific inventory, up to 10 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. **(10 points)**

Submit: Your completed "buy local" campaign discussion [worksheet](#) and 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.

Credit for Past Action

For spring certification, count back from February 1st of the current year. For fall certification, count back from August 1st of the current year. For further clarification on determining if your prior work is eligible to earn points, [click here](#).

- Inventories must have been created or updated within the past year.
- "Buy Local" campaign materials, events or meetings should have distributed or occurred within the past year.

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.

- [Urban Act Grant Program](#)
- [Municipal Grant Program \(MGP\)](#)
- [2020 Sustainable CT Community Match Fund](#)

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

- [Northeast Organic Farming Association of Connecticut](#)
- [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.

CT Success Stories

- [2018 Hebron - Detailed Restaurant Map](#)
- [2018 New Haven - Buy Local Campaign](#)
- [2018 New London - Detailed Business Directory](#)
- [2018 Ridgefield - Buy Local Campaign](#)
- [2018 Windham - Local Buying Guide](#)
- [A Taste of Mansfield](#)