



The American Independent Business Alliance (AMIBA) has led Buy Local and Local First campaigns since 2010 through education and training. Strengthening local and equitable economies is at the core of our mission.

In 2021, we increased our financial commitment to supporting the Shop Indie Local movement by expanding our holiday campaign into a year-round initiative. The Monadnock Region continues to serve as a model for how communities can implement a strong Shop Indie Local holiday campaign (Plaid Friday, Cider Monday).

Now we want to invest in The Local Crowd (TLC) Monadnock's effort to expand the movement beyond the holiday season.

Shop Indie Local celebrates locally owned businesses and works to increase spending at and investment in these businesses.

We urge community members to take positive action and boost the ripple effect of economic and community benefits our neighborhoods, towns, and cities receive when we spend dollars at locally owned businesses.



We will leverage funds raised from the Monadnock Food Co-op's Round It Up donation drive in March to offer training and develop resources that support our Monadnock Region partners, empowering them to more effectively broadcast the value of locally owned, independent businesses in sustaining strong local, equitable, and inclusive economies.

We'll execute this through six annual campaign themes:

- Shop Black-Owned Month
- Move Your Money Month
- Independents Month
- Eat Indie Local Month
- Support Local Art Month
- Shop Indie Local Holiday Season

We'll use this work as a model for other communities in New Hampshire.

NATIONAL CHAINS VERSUS INDEPENDENT RETAILERS

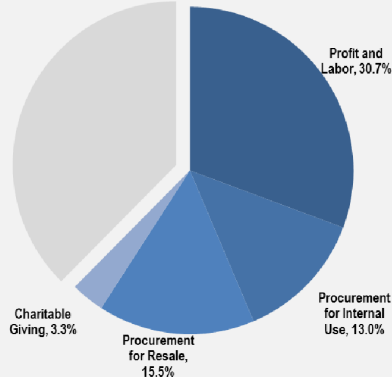
MONADNOCK

National Chains

Independents



Local Recirculation of Revenue:
13.6%



Local Recirculation of Revenue:
62.4%

Source: Civic Economics Survey of Independent Businesses; 10K Annual Reports for Office Max, Home Depot, Target, and Barnes & Noble

Thanks for your support! Learn more at shopindielocal.org