

Buy Local – Support Local Businesses



Support Local Businesses Webinar

July 16, 2014



Presenters

- Tony O'Donnell, Economist, Sustainable Jersey
- Carmine DeFalco, Property Tax Reward Program
- Adrienne Rubin, OnePrinceton



Agenda

- Overview of Sustainable Jersey actions in the “Local Economies” suite of actions with emphasis on the “Support Local Businesses” category
- Presenters:
 - Tony O’Donnell, Sustainable Jersey
- Information about “Buy Local” programs
 - Carmine DeFalco, Property Tax Reward Program
 - Case Studies:
 - Princeton – Adrienne Rubin, OnePrinceton
- Questions and Answers



Sustainable Jersey Actions

- Sustainable Jersey actions in the “Local Economies” category:
 - Green Business Recognition Program
 - Green Jobs/Economic Development (suggested co-requisite)
 - Buy Local Campaign
 - Support Local Businesses
- Actions that are suggested Pre-Requisites
 - Sustainable Community Plan
 - Climate Action Plan



Green Business Recognition Program

A Green Business Recognition Program offers marketing and promotional support, and sometimes financial and regulatory incentives, to encourage local businesses to implement sustainable practices.



Further information about this action can be found at:

<http://www.sustainablejersey.com/actions-certification/actions/#/open/action/46>



Green Jobs/Economic Development

- A municipality that implements any meaningful initiative that drives investment in sustainable economic activities, stimulates demand for green labor, and/or provides green workforce training will earn 10 points.



Further information about this action can be found at:

<http://www.sustainablejersey.com/actions-certification/actions/#/open/action/47>



Buy Local Campaign

- The focus of this action is to create a thriving local economy by maximizing the potential of local businesses. By supporting local businesses, municipalities can help grow a diverse local economy, stabilize their tax base, and create a strong and vibrant business community. This action identifies opportunities for the municipal government to strengthen and promote local businesses and to expand the amount of goods and services purchased from locally owned businesses.



Further information about this action can be found at:

<http://www.sustainablejersey.com/actions-certification/actions/#/open/action/44>



Support Local Businesses

- This action identifies opportunities for the municipal government to strengthen and promote local businesses and to expand the amount of goods and services purchased from locally owned businesses.

Further information about this action can be found at:

<http://www.sustainablejersey.com/actions-certification/actions/#/open/action/45>



Support Local Businesses



To receive points for this activity, the municipality needs to implement municipal programs and activities that support local businesses. **Select and implement at least one of the activities from the three categories below to create a municipal business support program.**

Your “Support Local Business” activities must be from within 12 months of the June submission deadline.

Support Local Businesses

Category 1: Expand purchasing opportunities with local businesses by:

- **Developing and maintaining an up-to-date local vendor list** to use for request for quotations (RFQs), small purchases where no quotations are required, request for proposals (RFPs), and other purchasing opportunities. The vendor list can also incorporate local minority and women-owned businesses enterprises by cross-checking with the State database at https://www6.state.nj.us/CEG_SAVI/jsps/vendorSearch.jsp
- **Creating a “doing business with” link on the municipal website** to promote more open communication between vendors and municipal purchasing departments. Post bid solicitations as well as general information on doing business with the municipality to lower perceived barriers local vendors encounter when trying to sell to local government.
- **Holding seminars or workshops and participating in chamber business-to-business sessions or providing one-on-one training** to inform local businesses about contracting procedures and doing business with the municipality.



Support Local Businesses

Category 2: Business promotion activities:

- Create a link on the municipal website to showcase all businesses located in the community so that residents, visitors, and other businesses can find and patronize local businesses.
- Invite businesses to participate in community events (e.g. parades, celebration days, concerts, events, green fairs, job fairs, business fairs) to build community recognition, provide access to potential customers, and connect the businesses to civic and community organizations.
- Create a Municipal-Business Award Program to recognize and thank businesses that give back to the community, as well as to recognize new or young business entrepreneurs in the community (see Green Business Recognition Program action).
- Link businesses and schools through career days and mentoring opportunities that connect businesses with entrepreneurial students.



Support Local Businesses

Category 3: Business development activities:



- Host business roundtables with municipal officials and staff to support dialogue on the needs and opportunities to build and expand business development in the community.
- Create or support Small Business Development Centers, UEZ programs, Main Street Programs, Tourism Boards, Central Business Development Districts, or other support activities that help businesses move, locate, and grow in the municipality by providing municipal leadership support, municipal staff time, and funding.

What are Towns Doing?

- Adrienne Rubin, OnePrinceton
- Carmine DeFalco, Property Tax Reward Program



Questions?

- Contact: Tony O'Donnell, odonnela@tcnj.edu
- Carmine deFalco, cdefalco@propertytaxcard.com
- Adrienne Rubin, Adrienne.Rubin@e-hps.com

