



BUILDING A PROSPEROUS & LIVABLE COMMUNITY

2010 SMART GROWTH SYMPOSIUM VI

How to Nurture Lois:

- Planning
- People
- Partners
- Purse
- Purchasing
- Public Policy

Metabusinesses

Imagine... if we invested 50% in local business?!

Land use planning to make things easier for home-based biz

Selective procurement

HOW DO WE

Attract - Nurture **SUSTAINABLE JOBS?**

the **KEY** question

Recession = Lack of confidence

No home equity to invest in home business

Economic development has meant **COMPANIES ON THE MOVE**

Transition to: Local partnerships
green jobs
community investment

Support businesses that bring \$ in from outside county

Relation Ships

Ownership **Stop flirting w/ Outsiders.**

No net \$ difference in sale outside area vs inside

Local ≠ Small

Venture capital

Incubators should keep \$ local

BUY LOCAL IS NOT A "BOULIQUE"

IT IS AN ONGOING WAY TO CREATE **JOBS**



MICHAEL SHUMAN

BALLE

Business Alliance for Living Local Economies

shuman@ball-e.org
www.small-market.org



TINA

(there is no alternative)

- Attract Toyotas
- Prioritize Export
- Reassure Locals

VS.

Lois

(local ownership import substitution)

- If you can produce local vs. import, DO IT!
- Increases local health

Handmade, VT
Assess down
Zimmerman's
Detroit

CASE STUDIES of Local LOIS's

Métier

Impact in downtown SR!

DOUG CLARK

ecoring

NON PROFIT COALITION promoting ECOTOURISM

RICK COATES

Local Grocery store within 1/2 mile

Oliver's

TOM SCOTT

Santa Rosa

Aliso de la Rosa

art + culture

"Economic Gardening"

Redwood Comm. Health Coalition

Nancy Oswald

Need ↓ specialists
↑ primary care
Need healthcare providers who speak Spanish
Growing our own

transportation
infra-structure
cooperation btw Schoma & Marin

Reuse/Repair

Building blocks of local

Health Tourism
Manufacturing Arts

Economy

What do we need?

- local farm aggregation
- apps for smart phones
- info/intellectual types of business
- Metrics Price ≠ Cost
- 300 Health Insurance Reform

DEEP vs. WIDE

create associated/supporive local businesses

produce more of the same? expand/export

- Lower cost per job (30x)
- Multiplier effect (2.5 x)
- HBR: ↑ small firms, ↑ jobs
- More walkable
- More tourism
- More entrepreneurship
- ↓ Carbon foot print
- More community
- More voting
- More social equality

the MOST SUCCESSFUL ECONOMIES:

- ↑ % Local owned
- BOTH** self-reliant? exporting
- ↑ Labor-intensive businesses

- sole proprietors 3x more profitable than corps
- 7 1/2 jobs = small business
- manufacturing ↓, distribution ↑

COMMERCIAL LAND TRUSTS

current tax code → dumb development

we should tax what we DON'T want instead of what we want (jobs, income, etc)

LOCAL ECONOMIC DEVELOPMENT INITIATIVES

Panel: Ben Stone, Jonathan Cox, Michael Meurer, Laurie Decker, Danielle O'Leary

WHAT WOULD A LOCAL, REGIONAL ECONOMIC DEV. PLAN LOOK LIKE?

- △ Maintain our quality of life
- △ Resource efficiency
- △ PEOPLE - education, productivity
- △ WHAT region? (Sonoma, Marin, Napa)
- △ Collaborate/avoid duplication
- △ Double-edge sword - difficulty of coming to consensus
- △ Coalition of the willing

ECONOMIC DEVELOPMENT = JOB GROWTH

Top 3 INITIATIVES:

- △ Business retention
- △ Promote operating efficiencies
- △ Support tourism industry
- △ Economic development funding
- △ Job creation
- △ Increase educational attainment
- △ Natural resource conservation
- △ Science & engineering education
- △ Consolidate agriculture promotion
- △ green jobs
- △ marketing \$ from hotel tax
- △ capital campaign for 5-year econ. develop. plan
- △ business incubator
- △ support entrepreneurs
- △ innovation hub
- △ collaboration across political jurisdictions
- △ financing new businesses
- △ business plan competition