

How We Define Local and Independent

- Primary place of business in the seven-county Twin Cities area
- At least 51 percent locally owned
- Have no more than six locations in Minnesota

Business Membership

\$180 annual fee, plus \$50 per additional storefront

Why Should I Join?

- Online business directory of MetroIBA members
- Public policy outreach
- Media outreach
- Member networking events
- "Buy Local" promotions
- Educational forums

For more information on MetroIBA membership, go to BuyLocalTwinCities.com/join

MetroIBA businesses include:

Art & Culture	Family	Pets
Business Services	Finance	Services
Clothing & Accessories	Fitness & Sports	Shops
Community	Health & Wellness	Transportation
Entertainment	Home	Wholesalers

BuyLocalTwinCities.com/directory



Mississippi Market Natural Foods Co-op

MetroIBA Board Members

Molly Glasgow
Point Acupressure
Board President

Julie Novak
BankCherokee
Treasurer

John Badgley
Key Insurance

Chris Hanson, Ph.D.
thedatabank
Past-President

La Juana Whitmore
La Juana Whitmore Consulting

Deanna Wiener
Cardinal Realty

Linda Winsor
Citizen Director
Public Policy Committee Chair

Michael Frasier
Rubric Legal
Board Vice-President
Education Committee Chair

Casey Helbling
Software for Good
Secretary

Pat Gebes
Gebes Enterprises

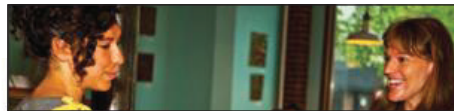
Tim Medenwaldt
Metro Payroll

Danny Schwartzman
Common Roots Cafe

Jeff Warner
Warners' Stelian

Bud Dauphin
Schaaf Floral
Membership Committee Co-Chair

Mark Sommerfeld
Computer Revolution
Membership Committee Co-Chair



Common Roots Café

Join our movement to make the Twin Cities a better place to live and work. Become a member of MetroIBA and help support locally owned, independent businesses.

Join MetroIBA
BuyLocalTwinCities.com/join

Contact our MetroIBA office:

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Executive Director
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St. Paul, MN 55108
info@metroiba.org
651.387.0738



The Voice of Small Business

Twin Cities
METROiBA
Independent Business Alliance



Become a Member Today!

BuyLocalTwinCities.com

What is MetroIBA?

Metro Independent Business Alliance (MetroIBA) is a non-profit organization working to support and preserve locally owned, independent businesses in the Twin Cities.

MetroIBA's mission is to help the Twin Cities maintain its unique community character, provide continuing opportunities for entrepreneurs, build economic strength and create an environment where locally owned, independent businesses grow and flourish.

Goals

- To promote local independent businesses
- To educate consumers about the value of shopping at local businesses
- To support public policies that strengthen local independent businesses



Egg 1 Plant Urban Farm Supply



Red Balloon Bookshop

The Importance of Buying Local



Warners' Stellan

Value

Independent businesses offer unmatched value, service and competitive prices/rates. Independent business owners know their customers and are responsive to their needs.

Community

Independent businesses enhance the character and diversity of our communities. Independent business owners invest in their neighborhoods by supporting local causes, schools and organizations.

Sustainability

Independent businesses use existing infrastructure to purchase local goods and services.

For more information on the impact your dollar has on the local economy, go to:
BuyLocalTwinCities.com/why-buy-local?

The Multiplier Effect of Local Independent Business Ownership

Spending money at local businesses has great rewards.

Studies show that local independent businesses recirculate a greater percentage of sales locally compared with absentee-owned stores.

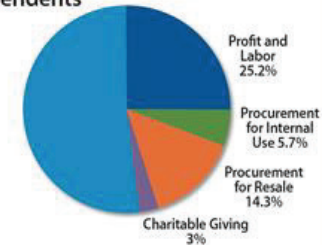
Local Economic Return of Indies vs. Chains

Chain Retailers



Local Recirculation of Revenue: 13.6%

Independents



Local Recirculation of Revenue: 48%

*Compiled results from new studies by Civic Economics, 2012. www.CivicEconomics.com
Graph by American Independent Business Alliance www.Amiba.net

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The Multiplier Effect of Local Independent Business Ownership
Visit amiba.net/resources/multiplier-effect

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