

Twin Cities MetroIBA is your source for everything local and independent in the Twin Cities.

Our Mission

- **Maintain our unique community character**
- **Provide opportunities for entrepreneurs**
- **Build economic strength**
- **Help locally owned, independent businesses flourish**

Membership Benefits Include

Free Buy Local Directory Listing
Social Media Retweets
Rapid Response Legal Support
Member-Only Networking Events

Membership and Engagement

400+

individual members

100%

membership increase over 5yrs

>9,000

readership across platforms

Membership Breakdown

25%

Business Services

5%

Individuals

19%

Consumer Services

3%

Entertainment

17%

Food + Drink

4%

Media

5%

Nonprofits

22%

Retail

Our Marketing Efforts

50

events hosted in 2016

5x

newsletter reach increase since 2011

25,000

Buy Local Guides distributed in 2016

Our Advocacy Efforts

14

active issues on our policy platform

5+

policy-specific seminars hosted

13

laws shaped by our policy efforts

Our Education Efforts

20

topics covered in our webinar series

24

MORE-B roundtables held in 2016

\$0

cost for members to access resources

Plaid Friday, The Indie Awards, the Buy Local Twin Cities Guide, Holiday Gift Guide, regular social media mentions, monthly networking—our marketing efforts are dedicated to increasing your profile.

Policy matters. Our Public Policy committee is actively engaged with all levels of government to develop and support policies that will benefit locally owned small businesses—like yours.

Looking for information related to small business or the benefits of buying local? Members and consumers have access to digital resources ranging from articles to webinars. Even better? They're all free.

From Our Members

"There are a lot of other business networking groups out there. All of them are focused on larger businesses. The local movement is a wonderful niche for MetroIBA to have. It makes the organization stand out and be of more value to its members."

— Current MetroIBA Member

Contact Us

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MetrolBA helps local and independent businesses thrive so our economy will, too.

[Learn More](#)

MetrolBA.org

Why Buy Local?



Research shows that, on average, every dollar spent at a local, independent business generates at least three times more direct economic benefit than a dollar spent at absentee-owned formula businesses.

Through marketing, education, and advocacy, MetrolBA is working to preserve the independent businesses that help the Twin Cities maintain its unique character and economic strength.

Our Rapid Response Team Helps Members

I am a new MetrolBA member, and when I signed up my initial thought was, “this will just be a good place to network.” I am here to say that MetrolBA is MUCH MORE than just a networking opportunity!

In February, I found a former restaurant space that was a good fit for T-Rex Cookie. I signed a lease and found a business partner to run a coffee shop in the front of the house while I baked cookies in back. During the process of obtaining her business license, we ran into various roadblocks regarding SAC determinations and fees, which jeopardized the timely opening of the shop.

I reached out to MetrolBA, and they immediately connected me with Mark from the Rapid Response Team. Mark quickly made necessary calls to his contacts in the SAC offices and other city areas to help keep things moving along.

As small businesses, we all know the difficulty of wading through government bureaucracy’s rules, regulations, and other minutia. Thanks to MetrolBA and the Rapid Response Team’s help and knowledge, we were able to open our doors on time!

– Tina Rexing, Owner, T-Rex Cookie Company