

NCRBC

North Central Regional Betterment Coalition

A 501(c) 3 organization

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NCRBC ENCOURAGES SUPPORT FOR THE 3/50 PROJECT

The challenge is for each individual to identify 3 local businesses in your hometown, which if they closed, would be dearly missed.

At its January meeting the Board of Directors of the North Central Regional Betterment Coalition unanimously voted to support the 3/50 Project, and to encourage everyone in LaSalle, Bureau, and Putnam County to do the same. The design of the 3/50 Project is to encourage everyone to spend at least \$50 a month across the 3 most self determined important local stores in your community.

Research from the 3/50 Project shows that for every \$100 spent at a local bricks and motor business, \$68 is returned to the local community through taxes, payroll, and other expenditures. If that same money is spent at a national chain, only \$43 would remain local. And for money spent online, nothing comes home.

The NCRBC is a grassroots organization that participates directly and indirectly through facilitation and collaboration in efforts to enhance the economic viability of its 3 county region.

In an attempt to raise awareness and to call citizens to action, the NCRBC is calling on all of the Chambers, Business Groups, Economic Development offices, local governments, and service organizations to adopt, support, and promote the goals of the 3/50 Project. NCRBC President J. Burt is enthused about the potential of asking people to make an organized and sustained commitment to local businesses. "Local businesses add to economic viability, pay taxes, and contribute to non-profits."

The NCRBC Board believes the best way to build community support for local business via the 3/50 Project is to challenge community leaders, typically government and chamber organizations, to urge its citizens to take a focused approach to personal spending. According to the 3/50 Project research, if ½ of the employed population spent \$50 each month at locally owned independent businesses, it would generate for than \$42 billion dollars in revenue.

For more information and resources on the 3/50 Project visit:

<http://www.the350project.net/>

For more information on the North Central Regional Betterment Coalition please visit:

www.ncrbc.net

A list of suggestions for locally implementing the 3/50 Project is included in this communication.

For more information contact 815-223-1222.

A sample of suggestions for Locally Implementing the Goals of the 3/50 Project

Cities and Government Organizations:

1. Do a proclamation in support of the 3/50 Project
2. Post information on your website
3. Remind citizens of the 3/50 Project via water bills or other means.
4. Register your support at www.the350project.net

Chambers and Business Groups:

1. Encourage members to Support the 3/50 Project
2. Publicize the 3/50 Project via website, newsletters, emails, etc.
3. On a rotating basis, feature a participating 3/50 Project Business
4. Organize a regular drawing for cash or incentive prizes for people who turn in copies of receipts demonstrating their commitment to the 3/50 Project.
5. Register your support at www.the350project.net
6. Utilize the logos and marketing tools available at www.the350project.net

Independent Businesses

1. Market your business as 3/50 Project candidate
2. Offer rewards and/or discounts to your best customers who pick you as one of their 3/50 Project businesses
3. Organize a regular drawing for your committed 3/50 Project customers
4. Register your support at www.the350project.net
5. Utilize the logos and marketing tools available at www.the350project.net

Service Organizations

1. Recognize the importance of local businesses to your community and your organization.
2. Adopt a resolution or pass a motion stating your organizations support for the 3/50 Project.
3. Show support and ask members to participate.
4. Include information in your communications.

Citizens

1. Think about 3 businesses, locally independent, that you would miss if they were gone.
2. Commit to spending \$50 each month spread across those businesses.
3. Take civic pride in your support for keeping an independent local economy vibrant.

Save your local economy...
three stores at a time.



3 Think about which three independently owned businesses you'd miss most if they were gone. Stop in and say hello. Pick up a little something that will make someone smile. Your contribution is what keeps those businesses around.

50 If just half the employed U.S. population spent \$50 each month in independently owned businesses, their purchases would generate more than \$42.6 billion in revenue.* Imagine the positive impact if 3/4 of the employed population did that.

68 For every \$100 spent in independently owned stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home*.

1 The number of people it takes to start the trend...*you*.

Pick 3. Spend 50. Save your local economy.

Visit the350project.net

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* Employment statistics courtesy U.S. Bureau of Labor Statistics, 2/6/2009; 68/43 courtesy Civic Economics study, 2008.

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