

Fact Sheet/Talking Points

Independents Week July 1 – 7, 2006



Independents Week highlights the value and contribution of locally owned, independent business to the community and local economy.

- Governor Bill Richardson signed a proclamation declaring this July 1-7 to be Independents Week for New Mexico.
- Mayor Martin Chavez has signed and issued a similar proclamation for the City of Albuquerque.
- The Albuquerque City Council has also issued a proclamation proclaiming Independents Week.

The **Second Annual Independents Week Challenge** demonstrates the value of locally owned, independent businesses to the economy.

- **City Councilors compete** to see who spends the greatest percentage of their shopping dollars in locally owned businesses.
- The **winner receives** a Xeriscape Garden, courtesy of four local businesses – Just Sprinklers, Plants of the Southwest, Simeona Gardenaire and Arid Solutions.
- **Participating Councilors include** Isaac Benton, Martin Heinrich, Debbie O'Malley and Ken Sanchez.
- Each Councilor records their local business visits and keeps their shopping receipts from all businesses so that their percentage of local buys can be tabulated.
- The winning Councilor will be announced and awarded the prize at an AIBA networking event 5:30-7:30pm, Wednesday, July 12th at Plants of the Southwest, 6680 4th Street NW.

Independents Week Notables

- Look for FREE *Keep It Querque* buttons and decals
- A limited edition T-shirt is available for \$10.00
- *Keep It Querque* bumper stickers will be sold for \$1.00 to raise additional funds
- Keep your eyes and ears peeled for additional buzz about Independent businesses
- Plan to attend the Networking event 5:30-7:30pm, Wednesday, July 12th

www.keepitquerque.org

AIBA sponsors include Data-Scribe™, Graze, Public Service Company of New Mexico (PNM), First Community Bank, Flying Star Cafe and Satellite Coffee, Standard Diner, and Aurora Publishing.

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Albuquerque Independent Business Alliance's (AIBA's) mission is to support local independent businesses to help keep Albuquerque unique and the local economy sustainable.

AIBA was founded in 2003. The organization is part of a nationwide movement that recognizes the connection between a healthy local economy and strong, vibrant communities.

AIBA supports independent business directly through programs such as networking, branding the "indie" business image and cooperative marketing. AIBA also supports the independent business community indirectly by raising awareness and educating consumers about the economy benefits of shopping at neighborhood businesses. AIBA aims to help consumers understand the impacts of their spending decisions and to encourage them to shop local and independent.

Shopping at locally owned businesses impacts Albuquerque:

more funding for Albuquerque, more character for our community!

- **When you spend money at locally owned businesses, more of your money stays in Albuquerque to be re-spent.**
- **Each time money is spent at locally owned businesses, more money is available to support other local businesses like retail stores, movie theaters, auto repair shops, restaurants, health services, etc., and more local jobs are created.**
- **Each time that money is spent and re-spent in Albuquerque, your city tax base is strengthened to support city resources such as schools, parks, police and fire departments.**
- **Non-profit organizations rely on support from locally owned businesses.**
- **By spending your money at AIBA members' businesses, you help build Albuquerque's economy and improve our quality of life!**

AIBA believes in the collective power of working together. Look for the decal in locally owned stores. If you know someone who is not an AIBA member, encourage them to join; business memberships are \$125 annually and individual memberships are \$15 each. Log onto www.keepitquerque.com.

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