



AMIBA Local Leaders Roundtable: Shop Indie Local— Measuring Success

May 12, 2022

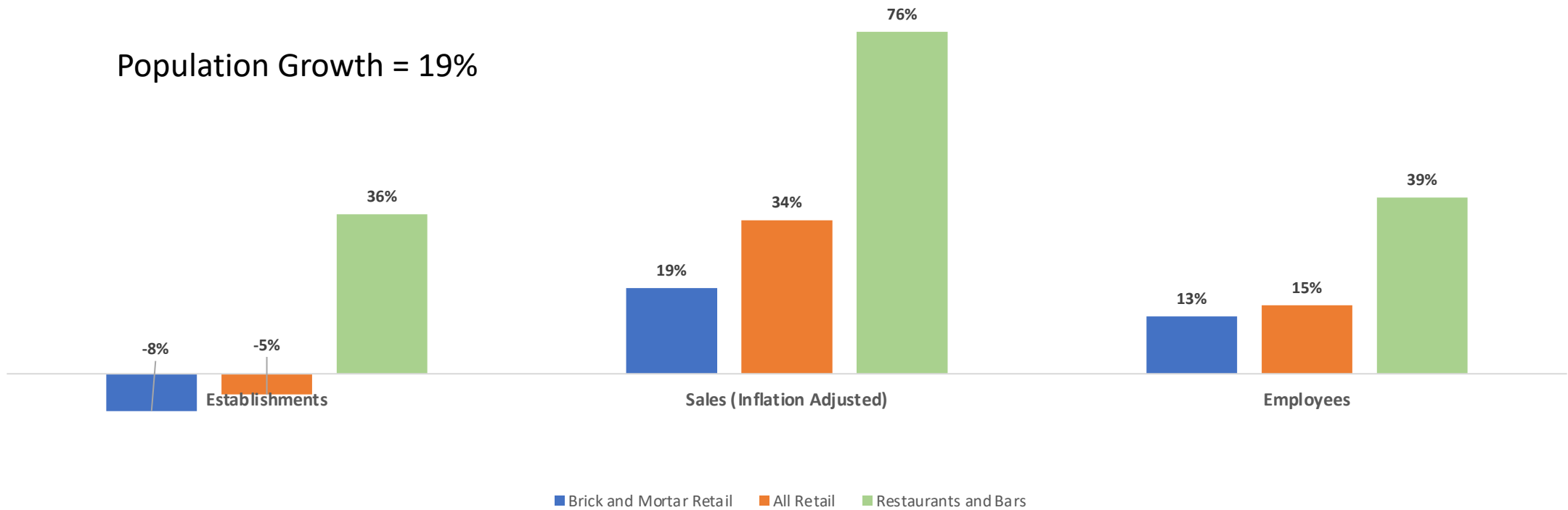


- Started in 2002
- Matt Cunningham- Evanston, IL
- Dan Houston- Tulsa, OK
- Studying economic impacts of local business since being formed
 - Austin, TX Book People Analysis
- Have been working with AMIBA since that first study

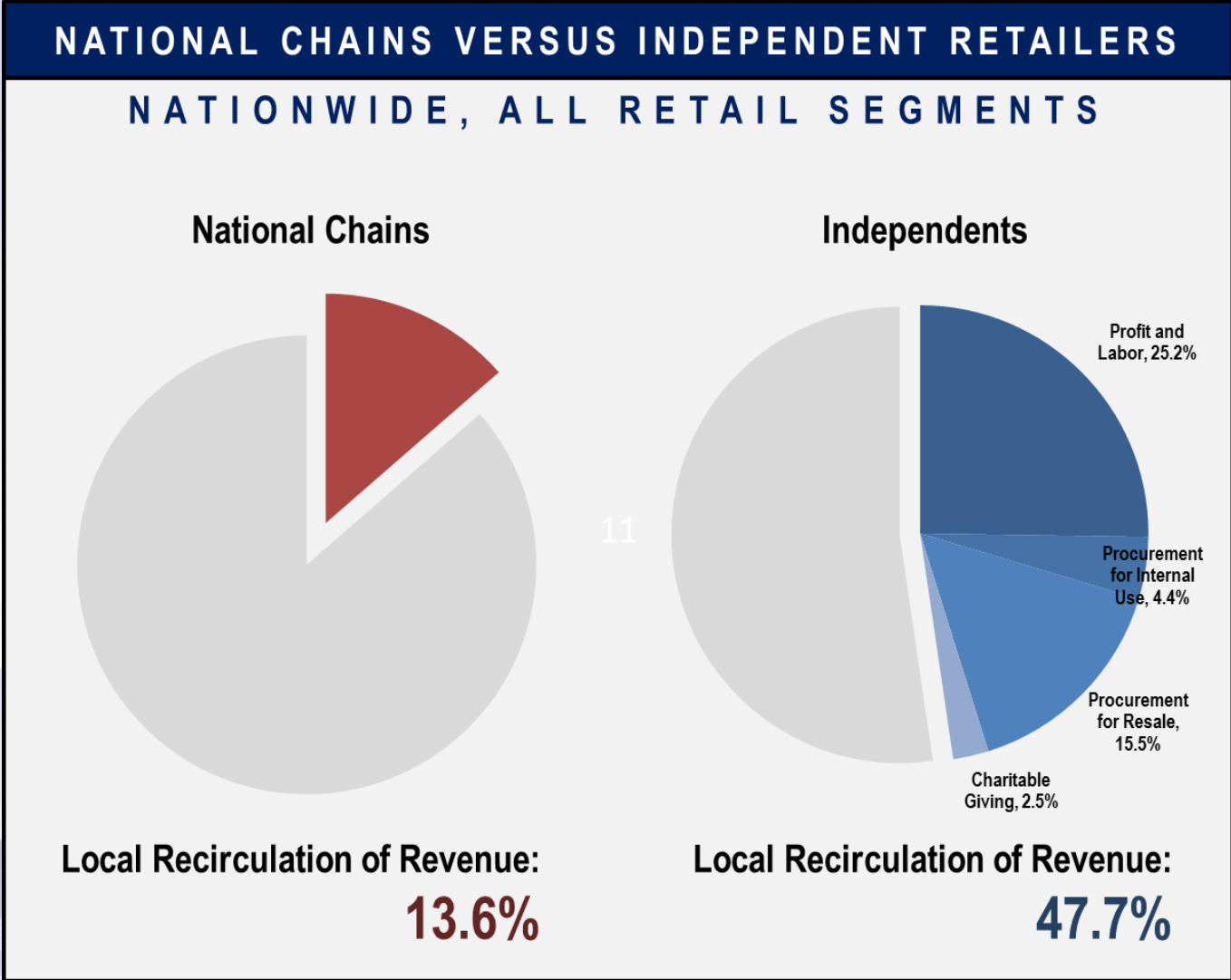
How we got here

Changes in Retail and Restaurants in the U.S.
1997-2017

Population Growth = 19%



Brick and Mortar Retail Results



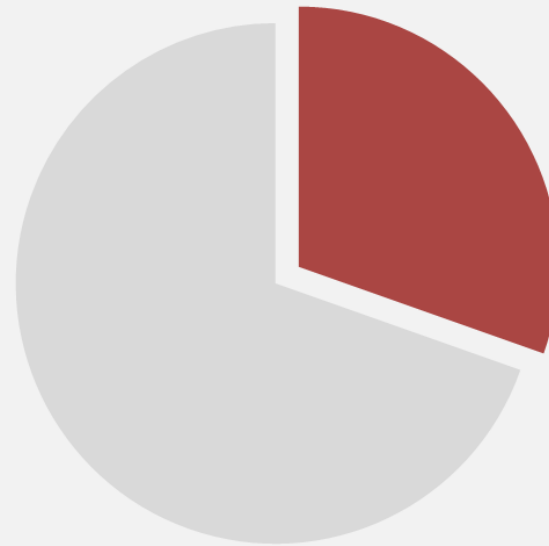
Source: Civic Economics Survey of Independent Businesses; 10K Annual Reports for Office Max, Home Depot, Target, and Barnes & Noble. For independent retailers, survey responses are aggregated into retail segments and weighted to reflect the totality of the retail market.

Restaurant Results

NATIONAL CHAINS VERSUS INDEPENDENT RESTAURANTS

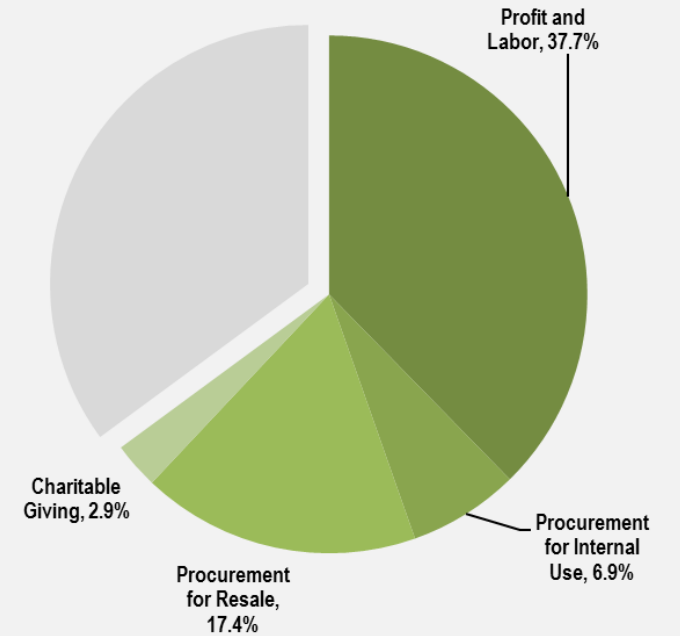
NATIONWIDE - ALL RESTAURANTS

National Chains



Local Recirculation of Revenue:
30.4%

Independents



Local Recirculation of Revenue:
64.9%

Source: Civic Economics Survey of Independent Businesses; 10K Annual Reports for Darden, McDonald's, and P.F. Chang's. For independents, survey responses are aggregated into full or limited-service and weighted to reflect the totality of the dining market.

Previous Studies

- Surveys have been constructed to look at a wide range of businesses in a single area
- We have previously looked at the entire business
- We have focused on the economic impact



Vancity Project

- Vancity is the largest community credit union in Canada
- Located in Vancouver, British Columbia
- They had recognized deposits had grown during the pandemic
- Wanted the pent-up demand to be driven to locally owned businesses
- Compare Local Businesses to Chain and Online Retailers
- Would analyze two distinct measures:
 - Economic Return
 - Greenhouse Gas Implications

The background of the slide features a stylized silhouette of a city skyline. In the foreground, there are several dark blue silhouettes of houses with white windows. The word "Vancity" is written in a bold, red, sans-serif font, positioned in the lower right quadrant of the image. The overall color palette is light blue and white, with the red logo providing a focal point.

Project Team Assembled



Vancity

Vancity, a credit union committed to a clean and fair world. Vancity was our project sponsor and local economy leader, contributing funding, framing and connection to leading local business members.



Offsetters, Canada's leading provider of carbon-management solutions. They are experts at understanding how businesses and individual consumers can reduce (and offset) their environmental impacts. Offsetters contributed the analysis on the carbon footprint.



CIVIC ECONOMICS
CREATIVITY · OPPORTUNITY · PROSPERITY

Civic Economics, a small U.S. firm providing credible analyses to support the work of local economic development across North America. Civic Economics contributed the analysis of the economic impact of local products and businesses compared to multinationals, and research into the impact of the COVID-19 pandemic on independent businesses.

Project Methodology

- Identify 5 Local Businesses
- Select 1-2 products from each business
- Variety of products
- In-depth Interview With Each Business
- Business Completed Survey
- Compare Results to Multinational Chains and Online Retailers
- Develop Report



Participating Businesses

The logo for Larry's Market features the words "LARRY'S" and "MARKET" stacked vertically in a bold, dark blue, serif font. The text is set against a light yellow rectangular background.

Larry's Market, a vegetarian grocery store in North Vancouver supporting healthy, plant-based lifestyles.



Bad Dog Bread, a North Vancouver bakery making naturally-leavened bread and other baked goods using organic B.C. grains, much of which is milled fresh in-house.

The logo for Modus Coffee Roastery consists of the word "modus" in a lowercase, sans-serif font. Above the word, the words "coffee roastery" are written in a smaller, curved font. Below the word, "vancouver • bc" is written in a similar curved font.

Modus Coffee Roastery, a Vancouver coffee roaster and cafe, focused on roasts and profiles as honest to origin as possible, and featuring local ingredients in menu items.

The logo for Priory is the word "PRIORY" written in a bold, black, sans-serif font, oriented upside down.

Priory, a Vancouver online clothing retailer focused on quality and comfort, with local manufacturing and a sustainable ethos.



Sidesaddle, a Vancouver bike shop offering everything you need for city and road riding.

Components of Economic Impact

- Profits by local-based ownership
- Wages paid to local residents
- Procurement of goods and services from local suppliers and producers
 - For internal use
 - For resale
- Charitable giving to local non-profit organizations



Components of Greenhouse Gas Analysis

- Product type (e.g., conventional versus organic foods).
- Energy consumption during manufacturing and product use (e.g., baking).
- Materials used and their quantities.
- Shipping distances and modes (e.g., air, truck, rail).
- Retailer waste minimization.
- Product returns and whether they are resold, donated or landfilled.
- Product durability and anticipated lifespan.

Bike Results

LOCAL BIKE FROM LOCAL BUSINESS VS. IMPORTED BIKE FROM ONLINE NON-LOCAL BUSINESS

AMOUNT OF REVENUE THAT RECIRCULATES LOCALLY

ECONOMIC IMPACTS



PAYROLL & PROFITS
31%



PHILANTHROPY & PURCHASING
5%



PAYROLL & PROFITS
0%



PHILANTHROPY & PURCHASING
0.3%



GHG SAVINGS

SAVINGS FROM LOCAL PRODUCT COMPARED TO IMPORT



RAW MATERIAL SAVINGS
less embedded carbon in metal frame



MANUFACTURING
longer product lifespan



CONSUMER USE
frame and components replaced less often

YOUR LOCAL PURCHASE CREATES

123 X ECONOMIC BENEFIT
& **66% GHG SAVINGS**

Bike Impacts

CHOOSE YOUR IMPACT: BIKE

Amount of spending recirculated back into your local economy (per \$100)



Local Business

+



Local Bike

=



Recirculated Locally



Multinational

+



Imported Bike

=



Recirculated Locally



Non-Local Online

+



Imported Bike

=



Recirculated Locally

Blueberry Results

LOCAL BLUEBERRIES FROM LOCAL BUSINESS VS. IMPORTED BLUEBERRIES FROM MULTINATIONAL

AMOUNT OF REVENUE THAT RECIRCULATES LOCALLY

ECONOMIC IMPACTS



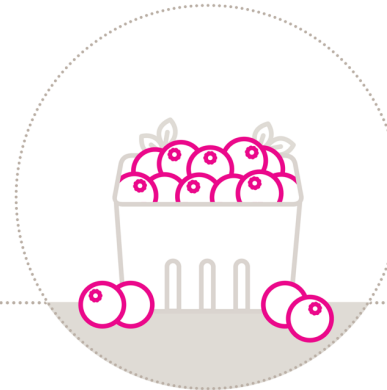
PAYROLL & PROFITS

24%



PHILANTHROPY & PURCHASING

59%



PAYROLL & PROFITS

11%



PHILANTHROPY & PURCHASING

0.5%



GHG SAVINGS

SAVINGS FROM LOCAL PRODUCT COMPARED TO IMPORT



DISTRIBUTION & RETAIL

local berries travel less



END OF LIFE

upcycled into other products



RAW MATERIAL SAVINGS

compostable fibre baskets

YOUR LOCAL PURCHASE CREATES

7 X ECONOMIC BENEFIT
& 27% GHG SAVINGS

Blueberry Impacts

CHOOSE YOUR IMPACT: BERRIES

Amount of spending recirculated back into your local economy (per \$1)



Local Business

+



Local Blueberries

=



Recirculated Locally



Multinational

+



Local Blueberries

=

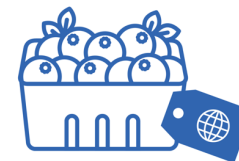


Recirculated Locally



Multinational

+



Imported Blueberries

=



Recirculated Locally

Bread Results

BC BREAD FROM LOCAL BUSINESS VS. CANADIAN BREAD FROM MULTINATIONAL

AMOUNT OF REVENUE THAT RECIRCULATES LOCALLY

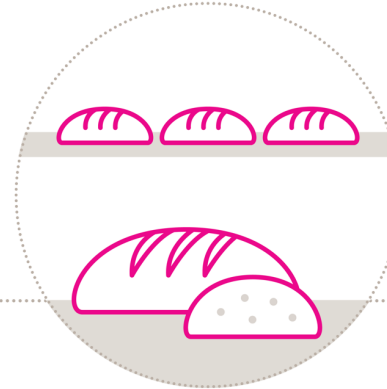
ECONOMIC IMPACTS



PAYROLL & PROFITS
39%



PHILANTHROPY & PURCHASING
21%



PAYROLL & PROFITS
11%



PHILANTHROPY & PURCHASING
0.5%



GHG SAVINGS

SAVINGS FROM LOCAL PRODUCT COMPARED TO IMPORT



DISTRIBUTION & RETAIL
electric vehicle delivery



END OF LIFE
donate excess to charity



RAW MATERIAL SAVINGS
local and Canadian grain

YOUR LOCAL PURCHASE CREATES

5 X ECONOMIC BENEFIT
& **63% GHG SAVINGS**

Bread Impacts

CHOOSE YOUR IMPACT: BREAD

Amount of spending recirculated back into your local economy (per \$1)



Local Business

+



Local Bread

=



Recirculated Locally 0.59



Multinational

+



Local Bread

=



Recirculated Locally 0.22



Multinational

+



Canadian Bread

=



Recirculated Locally 0.12

Dress Results

LOCAL DRESS FROM LOCAL BUSINESS **VS.** IMPORTED DRESS FROM MULTINATIONAL

AMOUNT OF REVENUE THAT RECIRCULATES LOCALLY

ECONOMIC IMPACTS



GHG SAVINGS

SAVINGS FROM LOCAL PRODUCT COMPARED TO IMPORT



RAW MATERIAL SAVINGS
less waste fabric,
some upcycled



CONSUMER USE
high quality, custom-
fit, lasts longer



DISTRIBUTION & RETAIL
ground shipping,
lower return rate

YOUR LOCAL PURCHASE CREATES

4 X ECONOMIC BENEFIT
& **21% GHG SAVINGS**

Latte Results

BC MILK LATTE FROM LOCAL BUSINESS VS. CANADIAN MILK LATTE FROM MULTINATIONAL

AMOUNT OF REVENUE THAT RECIRCULATES LOCALLY

ECONOMIC IMPACTS



PAYROLL & PROFITS

20%



PHILANTHROPY & PURCHASING

73%



PAYROLL & PROFITS

6%



PHILANTHROPY & PURCHASING

47%



GHG SAVINGS

SAVINGS FROM LOCAL PRODUCT COMPARED TO IMPORT



DISTRIBUTION & RETAIL

purchase milk from a BC farm



END OF LIFE

milk upcycled into cheese



RAW MATERIAL SAVINGS

milk not wasted

YOUR LOCAL PURCHASE CREATES

2 X ECONOMIC BENEFIT
& 5% GHG SAVINGS

Conclusions

- Buying local keeps more money in community
- Locally made products sold by locally based companies can reduce Greenhouse Gas Emissions
- Buying from a purely online company provides virtually no local economic impact
- Many locally-owned businesses are consciously improving their economic and environmental impacts



Future Projects

- Updating “Prime Numbers”, our Amazon Study Series
 - American Booksellers Association
- Conducting a Local Business Analysis
 - City of San Antonio
- Business Services Analysis
 - Love Live Local in Cape Cod, MA

