

One of the recommendations from the 2010 study was a Think Local First campaign. The ESC and Town Staff would like to re-launch the Think Local First Campaign with an event to held on Town Commons that is centered on public education of why think local. The proposal is to host a premiere of the Real Value movie <http://realvaluefilm.com/>, where localist like Eric Henry and Lyle Estill talk about how business can be used to create value beyond profit; locally. During the event, the Town would introduce our Think Local First campaign that would be an outreach and expansion of the Town's newly adopted branding. Businesses that participate will be spotlighted and acknowledged during the event. It is recommended that a small committee of business leaders be appointed by the Board to work with Town staff and the Splinter group in developing an effective Think Local First program, again, utilizing the BALLE Local First Campaigns manual as a guide for implementation. A Local First campaign is an opportunity to engage local businesses and potentially spark an interest in reorganizing a Local Business Network.

FISCAL & STAFF IMPACT: The Economic and Community Development budget includes funds for the Local Living Economy and creative work on a Local First campaign.

RECOMMENDATION: Consider the recommendation of the Economic Sustainability Commission to update the Local Living Economy Task Force Recommendations and consider appointing a committee of local business owners to develop a Local First Campaign.