



Legislation Text

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TITLE:

Consider the ESC's request to update the Local Living Economy Task Force Recommendations and to re-launch the Local First campaign

PURPOSE: The purpose of this agenda item is to update the Board of Aldermen on the ESC's work plan to update the Local Living Economy Task Force Recommendation and to re-launch the Local First campaign.

DEPARTMENT: Economic and Community Development

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INFORMATION: The Local Living Economy Task Force Recommendations was appointed by the Board of Aldermen in December of 2008 and the recommendations were adopted by the Board in May of 2010 to investigate and evaluate strategies by which the Town of Carrboro can help foster the development of a sustainable, locally-owned and -run economy. Studies include strategies regarding "thinking local first", identifying and plugging leaks, mobilizing small businesses, entrepreneurship training, investor mobilization, and public policy reform. There were six primary recommendations that came out of the report. All of the recommendations have been explored by Town staff and a report is attached regarding the implementation status of each strategy.

The Economic Sustainability Commission is now recommending that the Board of Aldermen direct the Commission to update the Local Living Economy strategies. The Commission recommends continuing to use BALLE principles laid out in the new BALLE manual as a guide and template for updating the document. The following is a link to Growing Local Living Economies: A Grassroots Approach to Economic Development by Michael Schuman and Kate Poole. <https://bealocalist.org/balle-manuals> In addition to the Growing Local Living Economies manual, there is also a link to a Local First Campaigns handbook on how to implement a Local First program.

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.