

# LOCAL

La Plata Organizations Cooperatively Advocating Local

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## MEMBERSHIP APPLICATION

Please take a few moments to answer the following questions. This will help determine the best type of membership for you. For clarification on any of these questions, please refer to the “Defining Local” page attached to the back of this application. (If you wish to join or support LOCAL, but do not qualify as a locally-owned, independent business or non-profit organization, you can check “Affiliate Membership” on the application):

1. Is your business privately held? (not publicly traded)  
 yes  
 no
  
2. Do the business owners or directors who have a controlling interest, totaling greater than 50% of the business ownership, live in La Plata County?  
 yes  
 no
  
3. Is your business registered in the state of Colorado, with no corporate or national headquarters outside La Plata County?  
 yes  
 no
  
4. Do you have full autonomy to make your own independent decisions regarding your unique business and it’s purchasing, operations and distribution, as well as the name and look of your business?  
 yes  
 no
  
5. Do you pay all your own marketing, rent and other business expenses (without assistance from, or payment to, a corporate headquarters)?  
 yes  
 no

Thank you for taking the time to answer these questions. If you answered yes to all, choose one of the business memberships below. *If you answered no to any of the questions, we encourage you to take advantage of our Affiliate Membership.*

## MEMBER CATEGORIES

- A. FOUNDING MEMBER** **\$1,500**
- Voting rights for the LOCAL organization
  - Lifetime recognition of your founding-membership role
  - Three (3) coupons or a full page in the 2008 *Be Local Coupon Book*, to promote your business and one (1) coupon in all subsequent editions of the coupon book
  - Recognition as a *founding member* in select promotional materials; including the LOCAL directory of locally-owned, independent businesses and all editions of the coupon book
  - Placement of your logo on the forthcoming LOCAL website
  - Use of the LOCAL logo, marketing materials and trademarks
  - 20% off all LOCAL products, materials and services
  - Membership for as long as your business remains locally-owned and independent
- B. LIFETIME MEMBER** **\$1,000**
- Voting rights for the LOCAL organization
  - One (1) coupon in the 2008 *Be Local Coupon Book* and all subsequent editions of the coupon book
  - Listing in all LOCAL directories of locally-owned, independent businesses
  - Listing as a lifetime member on the forthcoming LOCAL website
  - Use of the LOCAL logo, marketing materials and trademarks
  - 10% off all LOCAL products, materials, and services
  - Membership for as long as your business remains locally-owned and independent
- C. PREMIUM MEMBER** **\$125/year**
- Voting rights for the LOCAL organization
  - One (1) coupon in the 2008 *Be Local Coupon Book* to promote your business
  - Listing in the 2008 directory of locally-owned, independent businesses
  - Listing as a member on the forthcoming LOCAL website
  - Use of the LOCAL logo, marketing materials and trademarks
  - 10% off all LOCAL products, materials, and services
- D. BASIC MEMBER** **\$40/year**
- Voting rights for the LOCAL organization
  - Listing in the 2008 directory of locally-owned, independent businesses
  - Listing as a member on the forthcoming LOCAL website
  - Use of the LOCAL logo, marketing materials and trademarks

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### AFFILIATE MEMBERSHIP **\$100/year**

Affiliate memberships are for individuals or businesses who wish to support LOCAL, but who do not qualify as a locally-owned, independent business or non-profit organization. Affiliates receive all the benefits of premium members except marketing and promotion as a locally-owned, independent business within the *Be Local Coupon Book*, future local first campaigns and voting rights for the organization.

- Listing as affiliate in the 2008 directory of locally-owned, independent businesses
- Listing as an affiliate on the forthcoming LOCAL website
- 10% off all LOCAL products, materials, and services

## MEMBER INFORMATION

Please fill out the application below and return it with a check made out to our fiscal agent, SASCO (Sustainability Alliance of Southwest Colorado) at P.O. Box 113, Durango, CO 81302.

Founding and Lifetime Members can pay for their memberships in three or two monthly installments of \$500 each respectively. The second installment will be due one month from the date of the initial payment. For founding members, the third will be due two months after this initial date.

Member Categories:	A. ___ Founding Membership <input type="checkbox"/> 3-month payment plan *Open to first 20 committed businesses or until March 31, 2008	\$1,500
	B. ___ Lifetime Membership <input type="checkbox"/> 2-month payment plan	\$1,000
	C. ___ Premium Membership	\$125
	D. ___ Basic Membership	\$40
Affiliate Membership	___ Affiliate Membership	\$100
I am interested in additional advertising or coupons in the <i>Be Local Coupon Book</i>		<input type="checkbox"/>
Business Name:		
Business Owner(s):		
Your Name and Relation to Business:		
Business Address:		
Business Phone:		Fax:
Mobile Phone:		E-mail:
Website URL:		
Business Description (no more than 50 words):		

Thank you for your interest in LOCAL membership. For questions about this application, email [juliemlevy@yahoo.com](mailto:juliemlevy@yahoo.com) or call 946-6553 for more information.

# Defining LOCAL

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## **What is a LOCAL business?**

...One in which the owners or directors live in our community and have full autonomy with respect to their business practices. Local businesses or non-profit organizations have the ability to make decisions that benefit our local economy without being limited by relationships to entities outside of La Plata County.

For the LOCAL Organizing Committee, there are two aspects to being local.

## **GEOGRAPHY**

A primary goal of LOCAL is to strengthen the communities and economy of La Plata County. For our initial local first campaign, local businesses and organizations are those located within the county boundaries. For retail businesses this is straightforward, but for other types of businesses, it is not quite that simple. For example, to include many of the farms that sell food at the Durango Farmer's Market you need a broader geographic definition of local. Many of these farms, while located outside our "local" boundaries, still do a great deal of business in the county and benefit our economy. One of the goals of LOCAL and the *Be Local Coupon Book* is to inform the public about wrinkles such as these so that we can gain a full understanding of all the various opportunities for investing in our community's future.

## **OWNERSHIP**

Sometimes it's difficult to determine which businesses are local and independently-owned. How about a locally-owned McDonald's franchise? How about an insurance agent with a national company and a local office? Many businesses participate in cooperative marketing, offer exclusive lines, and have all sorts of other business agreements.

*LOCAL defines a locally-owned business or organization as one where the majority of owners or board of directors live in La Plata County and have full autonomy and decision-making authority with respect to their business practices.*

We have come to this definition of local ownership for several reasons. Owners or directors with decision-making authority can:

- choose to purchase goods and services from other locally-owned business, increasing the economic return of every dollar for our community
- change their business practices to respond to the social and environmental needs and desires of our community
- promote their business in ways that maintain the unique character of our community
- communicate directly with members of our community on a day-to-day basis

What does this mean in practice? Below are explanations to the questions at the beginning of the application that clarify how and why these distinctions are important.

1. Is your business or non-profit organization privately held? (not publicly traded)

*Intent:* LOCAL serves local owners who are available to meet with us and have autonomy to transform any and all aspects of their businesses to support local communities. While our group is not equipped to engage with national/international organizations, there are other good resources for those businesses including our local Chambers of Commerce and international groups such as Businesses for Social Responsibility, Social Venture Network, and B Corporation. Local managers of businesses that operate on a national/international scale are invited to join as Affiliate Members. Affiliate Members receive all the benefits of regular members except promotion within the *Be Local Coupon Book* and the rest of our local first campaigns.

2. Do the business owners or directors who have a controlling interest, totaling greater than 50% of the business ownership, live in La Plata County?

*Intent:* You might have business financing that comes in the form of debt, equity, family trusts, or other innovative scenarios. This question relates to whether or not the business owners or board of directors who have responsibility for that financing reside in La Plata County. Our intent is to support business owners who are actively involved in this community.

3. Is your business registered in the state of Colorado, with no corporate or national headquarters outside La Plata County?

*Intent:* LOCAL is an organization comprised of local residents and business owners. There are other organizations better equipped to work with businesses that operate (inter)nationally and have headquarters outside of our region (see above). Local managers of businesses that operate on a national/international scale are invited to join as Affiliate Members.

4. Do you have full autonomy to make your own independent decisions regarding your unique business and it's purchasing, operations and distribution, as well as the name and look of your business?

*Intent:* LOCAL promotes reciprocity between local business owners and customers in order to strengthen the communities of La Plata County. By autonomy we mean the ability to choose local potatoes for French fries, (rather than having to use what's shipped from a parent company), to change delivery methods to lessen environmental impacts, to re-organize the ownership or profit-sharing structure of the business, or to pursue any other idea a local owner has to strengthen our community through their business.

5. Do you pay all your own marketing, rent and other business expenses (without assistance from, or payment to, a corporate headquarters)?

*Intent:* One of the advantages of locally-owned, independent businesses is that they're unique and contribute to our region's unique character. Businesses that are part of national marketing cooperatives and use the same names, signs and ads don't contribute in the same way to this sense of place. However, businesses owners that enjoy a national marketing presence can still join as Affiliate Members and receive all membership benefits except promotion within the *Be Local Coupon Book* and the rest of our local first campaigns.