



# What is Local First Lexington?

## WE'RE BUILDING A STRONG COMMUNITY

**Local First Lexington** is a grassroots, non-profit organization that is helping to spread the word about the value of patronizing locally owned, independent businesses. We're made up of large and small independent businesses from throughout Lexington who are interested in informing the public and local policy-makers about the significant economic, environmental and cultural contributions local businesses make to our community. We're the businesses that, unlike national chains, help make Lexington a truly unique place.

Our web site features a directory of member businesses, where you can discover what they do, their products and services, where they are located, and how to contact them. Unlike some for-profit "buy local" web sites which feature links to national chains, all of the businesses on our site are locally-owned, independently managed, and have made a commitment to building up Lexington.

**Local First Lexington's** members are the independent businesses that appeal to customers who value choice, individuality and quality service. Our mission is to help these businesses grow and thrive, and at the same time help make Lexington a more livable, vibrant, and economically flourishing place. Membership is open to businesses of all types and sizes that meet **Local First Lexington's** simple membership criteria.



## MARKET POWER FOR LOCALLY OWNED, INDEPENDENT BUSINESSES

### 4 Reasons to Join Local First Lexington

- 1 Directory Listing, driving traffic to your business
- 2 Network with like-minded business owners
- 3 Help us break the big-box habit in Lexington
- 4 Assert your independence!

## What can we do for you?

**Online Presence:** When you join **Local First Lexington**, you'll be featured in a detailed listing on our website, with a link back to your own Web site if you have one. You can list your specials and events on our email consumer newsletter, which communicates to the general public and other business owners what you do. Let consumers know your business is Lexington-grown.

**Be a Force for Change:** **Local First Lexington** plans an ongoing effort to communicate the value of shopping locally, through printed materials available in your store, promotions in our local media, and by encouraging journalists to write about the concepts of shopping locally. Be part of our effort to break the "big-box habit."

**Networking:** Quarterly business meetings as well as informal social gatherings will be an excellent opportunity to meet other business owners to brainstorm about cross promotions or simply to let others know what you do.

Membership is open to any Lexington-based business which is at least 50% locally owned, with owners residing in Fayette County or the immediate surrounding counties. The company must be privately held, not publicly traded, ensuring revenues stay at home. And all business decisions must be made locally, without reporting to a national office or franchise headquarters.

# Business Registration

Business Name \_\_\_\_\_

Owner/Manager \_\_\_\_\_

Employee Contact for for LFL communications \_\_\_\_\_

Contact phone number \_\_\_\_\_ Contact email \_\_\_\_\_

Number of employees (full time equivalent) \_\_\_\_\_

## The following information will be used in the LFL web site membership directory:

Business address \_\_\_\_\_

Phone number for general public inquiries \_\_\_\_\_

Email for general public inquiries \_\_\_\_\_

Web site \_\_\_\_\_

Type of business/service \_\_\_\_\_

Description of your business (up to 150 words – use separate sheet if desired)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## COMMITMENTS MADE BY PARTICIPATING BUSINESS

My business meets the qualifications of a "locally-owned, independent business" as set forth on the opposite page.

I agree to have my business listed in the **Local First Lexington** Directory.

I agree to display the **Local First Lexington** window sticker prominently at my place of business.

I agree to participate, whenever possible, with **Local First Lexington** promotions and special events, and display point-of-sale materials when available.

I agree to increase my efforts to purchase goods and services for my business from other locally-owned, independent businesses.

I understand that quality customer service is one of the major factors that set apart local businesses. I will make every effort to provide the best service possible to my customers.

\_\_\_\_\_  
Signature

**Mail this form, with membership dues to: Local First Lexington**  
PO Box 1139  
Lexington, KY 40588

## THINGS YOU CAN DO TO PARTICIPATE

- Place a **LFL** logo and link on your web site
- Place a **LFL** logo and/or info on marketing materials you give to your customers
- Place **LFL** materials on your counter or in shopping bags
- Put the **LFL** web address on your receipts
- Recruit other businesses to join **LFL**
- Contribute financially or with in-kind donations (e.g. printing) to the **LFL** marketing effort

## ANNUAL MEMBERSHIP DUES

1-5 employees: **\$75**

6-24 employees: **\$100**

25 or more employees: **\$150**