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Join or Renew Your Membership Today!

# CAMBRIDGE LOCAL FIRST MEMBER BENEFITS

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Cambridge wouldn't be the same without you! We believe that thriving locally-owned and independent businesses create vibrant neighborhoods, a resilient city, and a unique community character that's all our own. As a member of Cambridge Local First, you will be gaining exclusive access to high-quality small business assistance and premium marketing opportunities, spreading the love of local, and making your voice heard at City Hall.

## 1. Access to High-Quality Small Business Assistance and Premium Marketing and Promotion Opportunities

- Promote your business to one of the largest social media audiences in Cambridge. 20,000 people who live, work, and love our city follow us because they care about shopping locally - it's your target customer base!
- Access to additional premium marketing opportunities.
- Access to training on subjects including technical assistance, grant and loan applications, employment law, regulation changes, revenue generation strategies, and rent negotiation.
- Access to critical information through our member emails and newsletters.

- Members-only marketing meetups to learn, share best practices, and collaborate on promotional activities.
- Discounted rates to advertise with Scout Cambridge.
- Invitations to members-only online community forums.
- Promote your business via a **new and improved CLF website** that showcases curated content designed for new and longtime residents, students, tourists, and local employees.
- An online **member directory entry**, to which you can add photos, business information, and promotions.

## 2. Building a Base of Localists in Cambridge

- CLF ensures that our community truly “Thinks Local First” by promoting the #ShopLocal message so that our community understands the value that local, independent businesses provide and actively seeks them out.
- Research shows that these consumer education campaigns can nearly double the revenue of your business.
- Our public education campaigns have included:
  - A **Love Letters to Cambridge Local Business Facebook group**, where we are encouraging community members to post photos of them with local orders.
  - Partnering with our local media -- namely Cambridge Day and Scout Cambridge -- to highlight the stories of our business members to the public.
  - Partnering with the **COVID Biz Link**, student-produced volunteer clearinghouse for residents interested in supporting the local business ecosystem.

## 3. Advocating for You at City Government

- We are the only city-wide organization that advocates for locally-owned, independent businesses.
- You receive updates and can participate in monthly Government Affairs Committee meetings to stay abreast of current policies and select our annual priorities.
- We regularly monitor the conversations at City Hall so that your perspective as a locally-owned, independent business is always included.

- We attend City Council meetings, committee hearings, zoning hearings, and other civic events - as well as meet with city councilors and city staff.
- We host individual meetings and learning sessions with elected officials and city staff to ensure that decision-makers understand the value that locally-owned and independent businesses provide our community.

#### **4. 2020 Government Affairs Topics:**

- Participating in the **City Manager's Small Business Advisory Committee**
- Improve Business Permitting and Licensing
- Update Land Use Classification
- Address Vacant Commercial Spaces
- Partner with the City's Small Business Liaison
- Implement Retail Strategy Report Recommendations
- Monitor the Commercial Recycling Pilot Program
- Increasing Local Procurement at City Hall & Big Businesses in Cambridge
- Advise and Collaborate on Small Business Week.