



PHOTO CREDIT: ROD LONG

Cambridge Local First Members are Stronger Together!

CAMBRIDGE LOCAL FIRST VALUE PROPOSITION

To our valued business members,

Over the last two years, Cambridge Local First has been working diligently to overhaul its business model, so that it can continue serving our locally-owned and independent business community here in Cambridge. To reinvent an organization for the digital age is no easy feat, especially for a small organization such as ours. After an in-depth strategic planning process, many interviews with local business owners and community members, and a healthy dose of soul-searching, **we are proud to announce a new path forward for Cambridge Local First.**

CLF has been working very hard to reimagine its mission into a more modern concept. We are delighted to share with you several important changes over the last year, which you can view [here](#).

Further, **our new value proposition is three-pronged:**

1. Building a Base of Localists through Education

- 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.

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2. Providing Premium Local Marketing Opportunities and Business Growth Support

- With over 15,000 followers on social media, not only does CLF have one of the largest audiences in the city, but our followers actively care about shopping locally - it's your target customer base!
- CLF members have exclusive access to promote themselves to thousands of people who live, work, and love Cambridge.
- In addition to marketing opportunities, we help connect you to the resources that you need to grow.

3. Advocating for Members at City Government

- We are the only city-wide organization that advocates for locally-owned, independent businesses.
- We regularly monitor the conversations taking place at City Hall so that your perspective as a locally-owned, independent business is always included in the conversation. We attend city council meetings, committee meetings, zoning hearing, and other civic events - as well as meet with city councilors and city staff - so you don't have to.
- We're your best source for understanding what's happening in city government so reach out and let us know your thoughts.
- Our current set of issues include:
 - Ease of doing business in Cambridge, including advocating for an improved permitting/licensing process
 - Addressing vacant storefronts
 - Updating the land use codes so innovative businesses can start up easily
 - Supporting the city's free Commercial Recycling Pilot program

Thank you for your support of the local first mission. We look forward to the positive impact we will accomplish together over the coming year.

Locally yours,

Theodora Skeadas, Executive Director | **Susan Labandibar**, Board President

John Griffin, Board Secretary | **Daniel Kane**, Board Treasurer

Frank Kramer, Co-Founder | **Michael Kanter**, Co-Founder | **Rachael Solem**, Co-Founder

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