

## BENEFITS FOR MEMBERS

### GROUP IDENTITY

The Front Royal Independent Business Alliance provides a unified voice for local, independent business. Members receive a window decal with national and local branding that identifies your business as a Front Royal IBA member as well additional logos and digital media for use in your advertising and marketing campaigns.

### CO-OP ADVERTISING

Membership not only saves you money on media buys, but offers you the opportunity to participate in and benefit from themed advertising and shop local campaigns to promote you as part of a group of local, independent businesses.

### BUSINESS PROFILE

Members are listed on our website along with your logo and a link back to your website. You also have access to our member event calendar and Facebook page to further increase your company's visibility.

### EDUCATION AND TRAINING

By partnering with other organizations, we provide expert advice and problem-solving through educational seminars, workshops, business-to-business networking and roundtables, and other development aids to help your business succeed.

### SOCIAL NETWORKING

We provide member gatherings and learning mixers to facilitate networking around shared issues in a casual social setting.

## IN THE WORKS FOR 2012

- ✓ A membership mixer with local government leaders to keep you informed about issues affecting local business
- ✓ A "Buy Local" website where businesses can offer their products and services in a common marketplace
- ✓ A member-to-member discounts program
- ✓ Newsletters and surveys to give you a voice in shaping the organization
- ✓ Assistance with social media set-up and positioning



## OUR MISSION

*The Front Royal IBA mission is to help the Town of Front Royal and Warren County prevent displacement of local independent businesses, ensure ongoing opportunities for entrepreneurs, and advance citizen engagement in directing the development of our community.*



An affiliate of [www.AMIBA.net](http://www.AMIBA.net)

BUY LOCAL  
EAT LOCAL  
PLAY LOCAL

LIVE  
LOCAL

A Voice For Local Business



[www.FrontRoyalIBA.org](http://www.FrontRoyalIBA.org)

## Why should an independent business owner join the Front Royal IBA?

*"The best way to compete with organized money is with organized people."*

The Front Royal Independent Business Alliance provides a structured approach to achieve the following four goals:

1. Educating citizens about the value of community-based businesses and their importance to the local economy, culture and social fabric
2. Strengthening the voice of the locally-owned, independent business community by creating strong relationships with local government and the media
3. Increasing the profile of our community-based businesses through group branding and advertising to level the playing field with national chains
4. Developing and supporting policies that promote community-rooted enterprise

### JOIN TODAY!

Across the country, independent business leaders in cities and towns like ours are creating alliances to promote the many benefits of supporting local businesses.

Now you can join the Front Royal Independent Business Alliance, building a strong local economy, and preserving what is unique about the place we call home.

## Top Reasons To Support Local, Independent Businesses

### SIMPLE ECONOMICS

Because business purchasing power remains local, every dollar spent at a local, independent business generates at least three times more direct local economic benefit than dollars spent at an absentee-owned chain.

### LOCAL BUSINESSES SUPPLY MORE LOCAL JOBS

Over 80% of the jobs in the United States are provided by small and local businesses. If every individual made a conscious effort to buy local, our employment rates would rise exponentially.

### ENVIRONMENTAL BENEFITS

Independent, local businesses make more local purchases which translate into less travel, less congestion, and less air pollution.

### COMMUNITY CHARACTER AND STRENGTHS

As opposed to the "generic" of absentee-owned enterprise, locally-owned business is a reflection of what makes us special. As our neighbors and friends, local business owners are invested in our community and give more on average to the organizations that carry out the vision of Front Royal/Warren County.

### THE ENTREPRENEURIAL SPIRIT

In communities where buying local is a priority, the local entrepreneurial spirit thrives. More businesses open and consumer's choices multiply to meet specific local consumer needs. Everyone wins!

### GOOD USE OF YOUR TAX DOLLARS

Requiring little infrastructure investment, local businesses often occupy existing buildings (preserving historic architecture in the process) and make more efficient use of public services than larger retail chains.

### BETTER CUSTOMER SERVICE

Local businesses tend to hire, mentor and promote local people who are familiar with the community and care about maintaining good relationships with their customers.

### COMMITMENT

When local businesses succeed in their community, they stay and thrive. Even if they open franchises elsewhere, their base remains part of the community and their dollars stay here too.

### LOCAL BUSINESSES CREATE OPPORTUNITIES FOR GROWTH

Because they understand the local market, local businesses are willing to take risks by investing in revitalization zones or neighborhoods with fewer services.

### IT'S JUST GOOD BUSINESS

Buying local is an investment in the future of our community. Its ability to responsively fulfill customers' needs with high levels of quality and cost-efficiency makes local, independent business a sustainable advantage over big-box competition.



[www.FrontRoyalIBA.org](http://www.FrontRoyalIBA.org)  
[info@frontroyaliba.org](mailto:info@frontroyaliba.org)