Rep. D. Kitchen

Request Name: Local First Utah Strength in Numbers Rural Development Program

Description: Local First Utah requests support for the implementation of the Strength in Numbers Program in the communities of Helper, Cedar City, St. George, Wayne County, and Green River, Utah. This program encourages rural economic development by providing specialized training to a core group of local, independent business owners, while simultaneously advancing a pro-local public education campaign.

Agency: Economic Development

Funding Amount: General Fund - $100.000 - 2020 (One-time)

Local First Utah Strength in Numbers Rural Economic Development Program
Itemized Budget:

	Per Community	Total Statewide
Local First Utah Staff Expenses		
Executive Director	$7,000	$35,000
Community-based Support Staff	$7,800	$39,000
Curriculum Materials	$500	$2,500
Collateral Materials	$1,500	$7,500
Community Events	$1,500	$7,500
Travel Expenses	$1,700	$8,500

Local First Utah Strength in Numbers Rural Economic Development Program

Performance Measures:

- 25 graduates of the Strength in Numbers Rural Leadership Training Program
- 75% increase in Local First Utah member businesses in each target community
- Community Assessment & Evaluation published for all target communities
- Creation of 5 part-time jobs in rural communities
- 200% increase in attendance at Indie Business Academy classes statewide

Mission Statement:
Utah's leading independent business alliance, Local First is committed to promoting the economic prosperity of locally owned businesses. We focus on building connections, collaborating with government agencies & educating communities statewide on the value of buying locally.

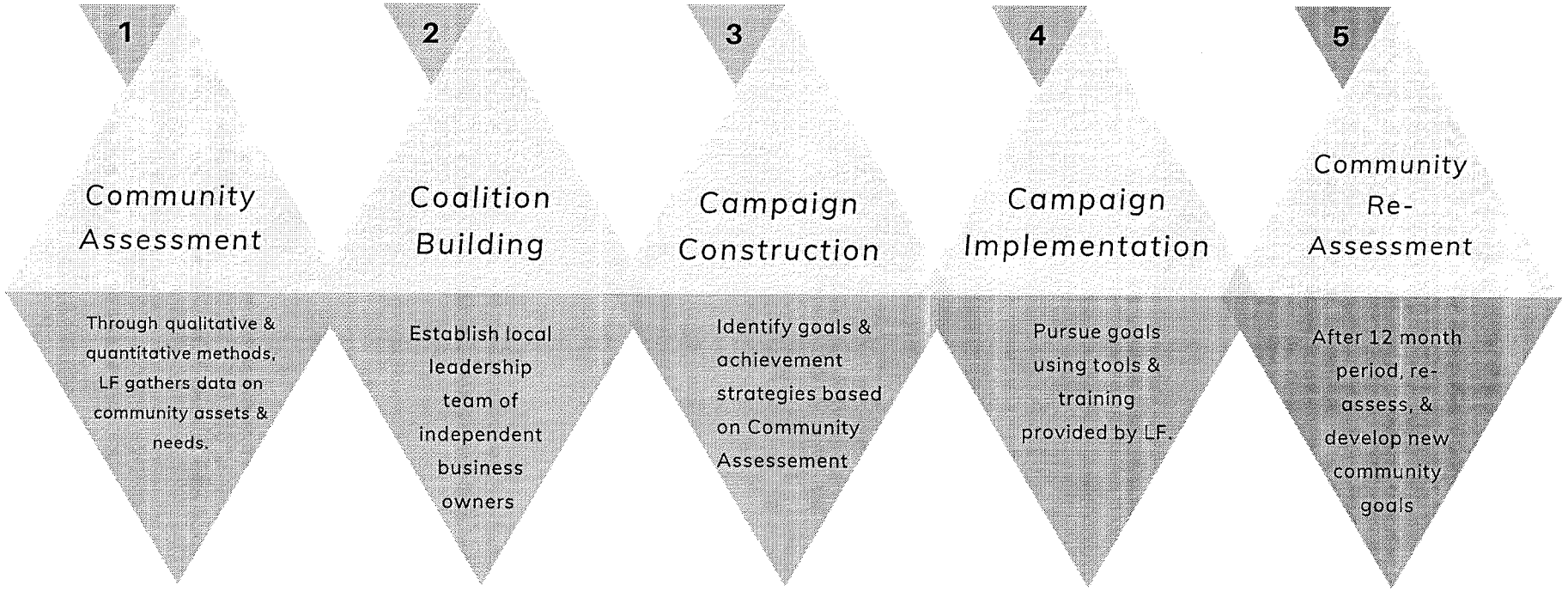
Economic Impact:

- 55% of every dollar spent with a locally owned, independent business stays in Utah. That's four times more than when money is spent with a national chain or online retailer.
- Per dollars spent, locals create more jobs than non-locals.
- During the last 15 years, in communities with active "buy local" campaigns, the revenues of independent businesses doubles.

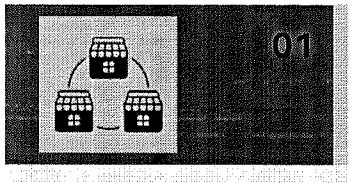
Sources: Civic Economics Utah Study Series & the Institute for Local Self-Reliance

Strength in Numbers: Rural Economic Development

Using Local First Utah's decades of expertise in building effective & efficient pro-local movements, the Strength in Numbers Program uses an Assets Based Community Development approach to enhance the economic prosperity of rural communities. Our target communities in the 2020-2021 fiscal year are Helper, Cedar City, St. George, Wayne County & Green River, Utah.

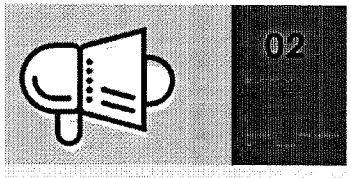


Strength in Numbers: Rural Leadership Training



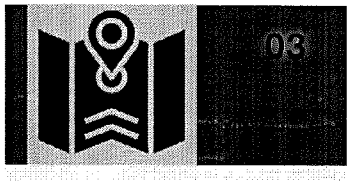
The Power of Local

Develop fluency in pro-local economic data and talking points, understand the multiplier effect, and why independent businesses keep more money recirculating in the local economy.



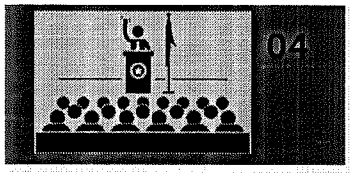
Building Your Message

Learn how to effectively use social and traditional media to deliver the buy local message to multiple demographic groups in a manner authentic to your community.



The Power of Placemaking

Discuss place based branding initiatives, how these initiatives can enhance the local economy, and how local businesses can lead in placemaking iniatives.



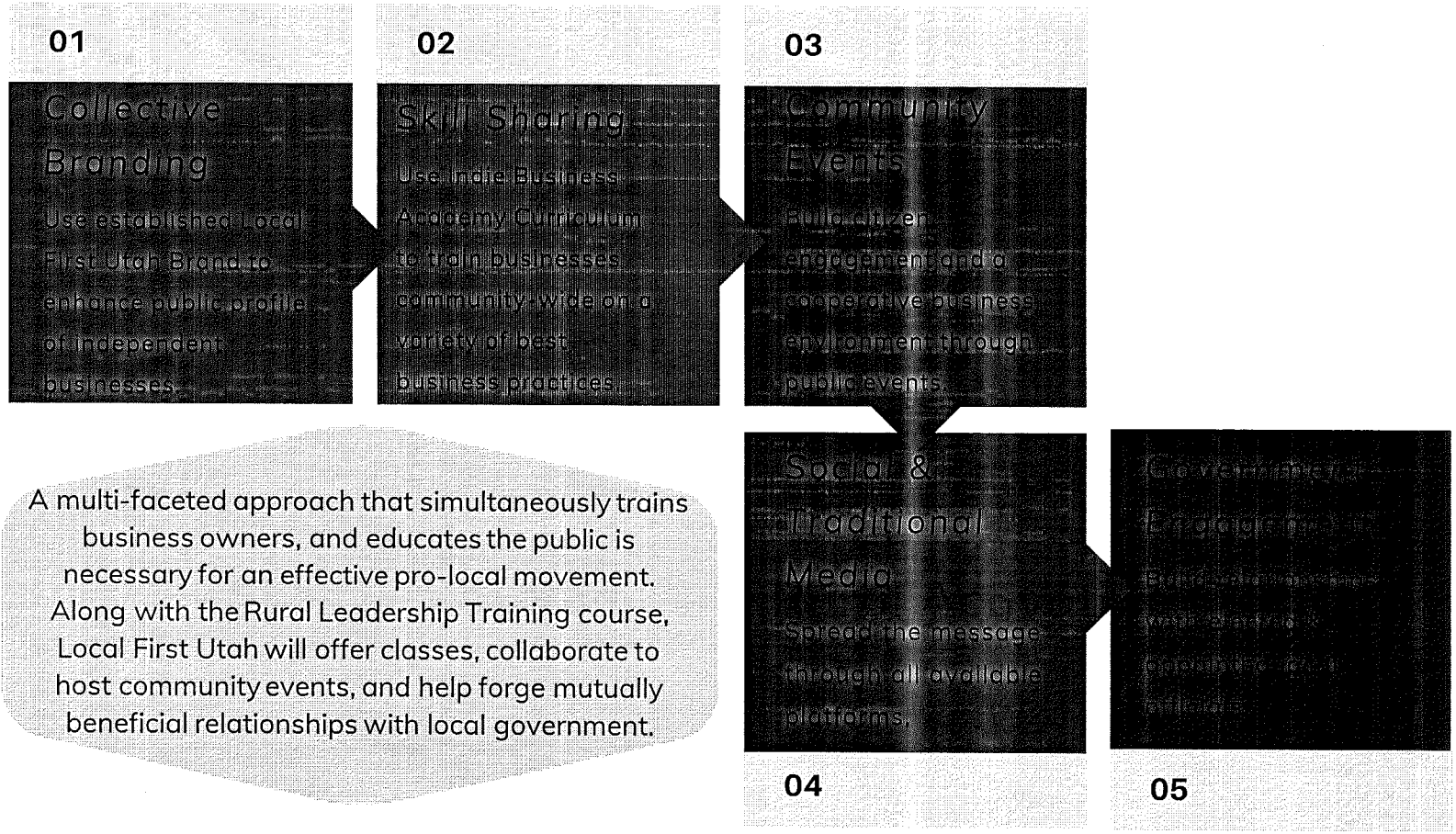
Make Your Local Government an Ally

Learn how to develop relationships with elected and appointed officials. Understand how to communicate the value of independent businesses to government officials.

These strategic learning sessions will be offered on a quarterly basis to a core group of committed independent business owners in our targeted communities.

These sessions are designed to equip local business owners to effectively lead a pro-local movement in their community while also using the time-proven techniques of Local First Utah.

Strength in Numbers: Rural Activation



A multi-faceted approach that simultaneously trains business owners, and educates the public is necessary for an effective pro-local movement. Along with the Rural Leadership Training course, Local First Utah will offer classes, collaborate to host community events, and help forge mutually beneficial relationships with local government.