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Vice President of
Business Development



ROOSEVELT ROW

- 22 RESTAURANTS
- 10 GALLERIES
- 13 RETAILERS
- 12 BARS/MUSIC VENUES
- 9 COFFEE SHOPS
- 9 SALONS



GREETINGS FROM...

Chicago



LOCAL FIRST ARIZONA TODAY

- 500,000 Social Media Followers
- 16,000 Business Engagements Projected to Support in 2024
- 20,000 Monthly Blog Readers
- 35,000 Newsletter Subscribers
- 63 Staff; 4 Statewide Offices
- 678 Media Mentions in 2023



CONNECTION TO PLACE

People Who Love **Their** Place Are **More Likely** To:



GIVE CHARITABLY



VOTE



VOLUNTEER



PAY TAXES

**Knight Foundation 'Soul of the Community' Report*



VS



Preparing for the Holidays

- Update signage
- Plan Social Media
- Events and Campaigns
- Local Marketing Opportunities
- Collaborating with other Businesses
- Telling Your Story
- Train Your Team
- How will you set yourself apart?

WHEN YOU SPEND HERE

Your Money Stays Here!



LOCAL
— VS —
NON-LOCAL



For every **\$100** spent at a locally owned business,

\$43 remains in the economy.

For every **\$100** spent at a non-locally owned business,

ONLY \$13 remains in the economy.

What is Non-Local Competition Doing?







LEVERAGE YOUR LOCALNESS

- IDENTIFY YOUR BUSINESS AS **LOCAL**
- THANK YOUR CUSTOMERS FOR BUYING LOCAL
- FIGURE OUT WHAT YOUR NON-LOCAL COMPETITION IS DOING
- USE LOCAL STATS TO CLOSE SALES
- TELL YOUR STORY
- THINK LIKE A TEAM: **COLLABORATE**



THINK ABOUT THIS:

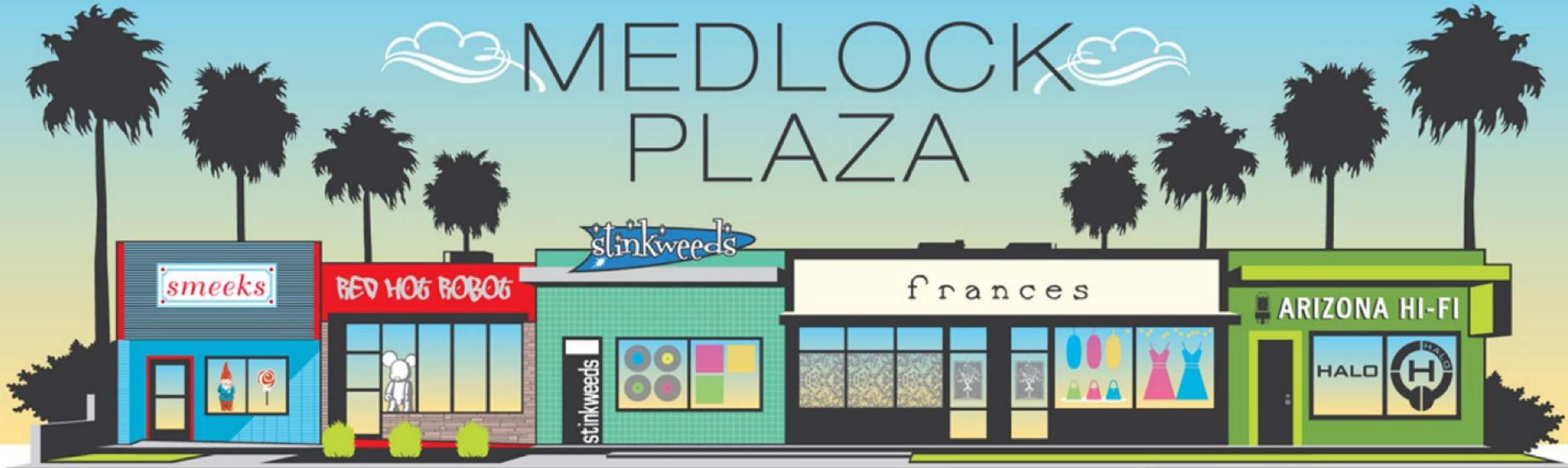
- **WHAT DO YOU HAVE THAT ATTRACTS PEOPLE OR WHAT DO YOU HAVE THAT THEY CAN'T GET?**
- **WHAT MAKES YOU WORTH A SPECIAL TRIP?**
- **WHAT SETS YOU APART FROM EVERYONE ELSE?**
- **HOW ARE YOU UNIQUE?**
- **WHAT DO PEOPLE THINK OF WHEN THEY THINK ABOUT YOUR BUSINESS?**
- **WHY DO PEOPLE PATRONIZE YOUR BUSINESS RIGHT NOW?**



REGIONAL THINKING CREATES NEW DOLLARS FOR ALL



POOL YOUR PESOURCES | MEDLOCK PLAZA



DON'T TRY TO BE CHEAPER THAN THE BIG GUYS

- **BE DIFFERENT**
 - HAVE A WIDER VARIETY
 - OFFER PRODUCTS THE BIG GUYS DON'T
 - BE CONVENIENT

- **HAVE BETTER CUSTOMER SERVICE**
 - HAVE MORE EXPERTISE ON STAFF
 - GO THE EXTRA MILE
 - BE CONSISTENT



Keep It Cut is also active in the community. Volunteering to give haircuts to home bound elderly or giving free membership gift certificates to be raffled off in fundraisers, Keep It Cut is proud to help out. Here is a small list of the many organizations Keep It Cut has donated to:

- Local First Arizona
- One Community
- Dollars for Scholars
- Cell Phones for Soldiers
- Mountain View Christian Church
- Anne Rita Monahan Foundation Scholarship Fund
- Desert Vista High School Band Boosters
- Florence Crittenton
- HomeSmart
- Kyrene Monte Vista Elementary School
- Shadow Rock Preschool
- Temple Emanuel
- Ahwatukee Chamber of Commerce
- Association of periOperative Registered Nurses Grand Canyon Chapter
- Gilbert American Little League
- Human Rights Campaign Arizona Gala
- Our Lady of Mount Carmel Catholic School
- Little Big Minds
- United Way
- Marcos de Niza High School
- Stardust Building Organization
- Tempe Preparatory Academy
- St. Baldrick's Foundation
- ...and many more!

scramble.

a breakfast & lunch joint

If the line is long and you are reading this, rest easy knowing that at Scramble, you will be treated to a delicious meal in half the time of our competition. From this point you're moments away from placing your order.

While we've got your attention we'd like to let you in on one of our secrets. The reason your meal tastes so great is our devotion to supporting Local Farmers & Vendors. Not only does it provide you with the freshest ingredients possible, it helps our Local Economy. Enjoy!



An Intensely Different Taste!



• Opportunities for Your Local Company and Strategies

- Identify local vendors to do business with and celebrate them
- Events and networking opportunities for the holidays
- Have the best customer service possible and drive higher value
- Use local statistics to close deals for your company as locally owned for contracts
- You won't always be cheaper than the big guys – set yourself apart



THANK YOU

LocalFirstAz.com

STAY CONNECTED ON SOCIAL MEDIA

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