

# The Importance of Local Economies



Local **First**  
ARIZONA

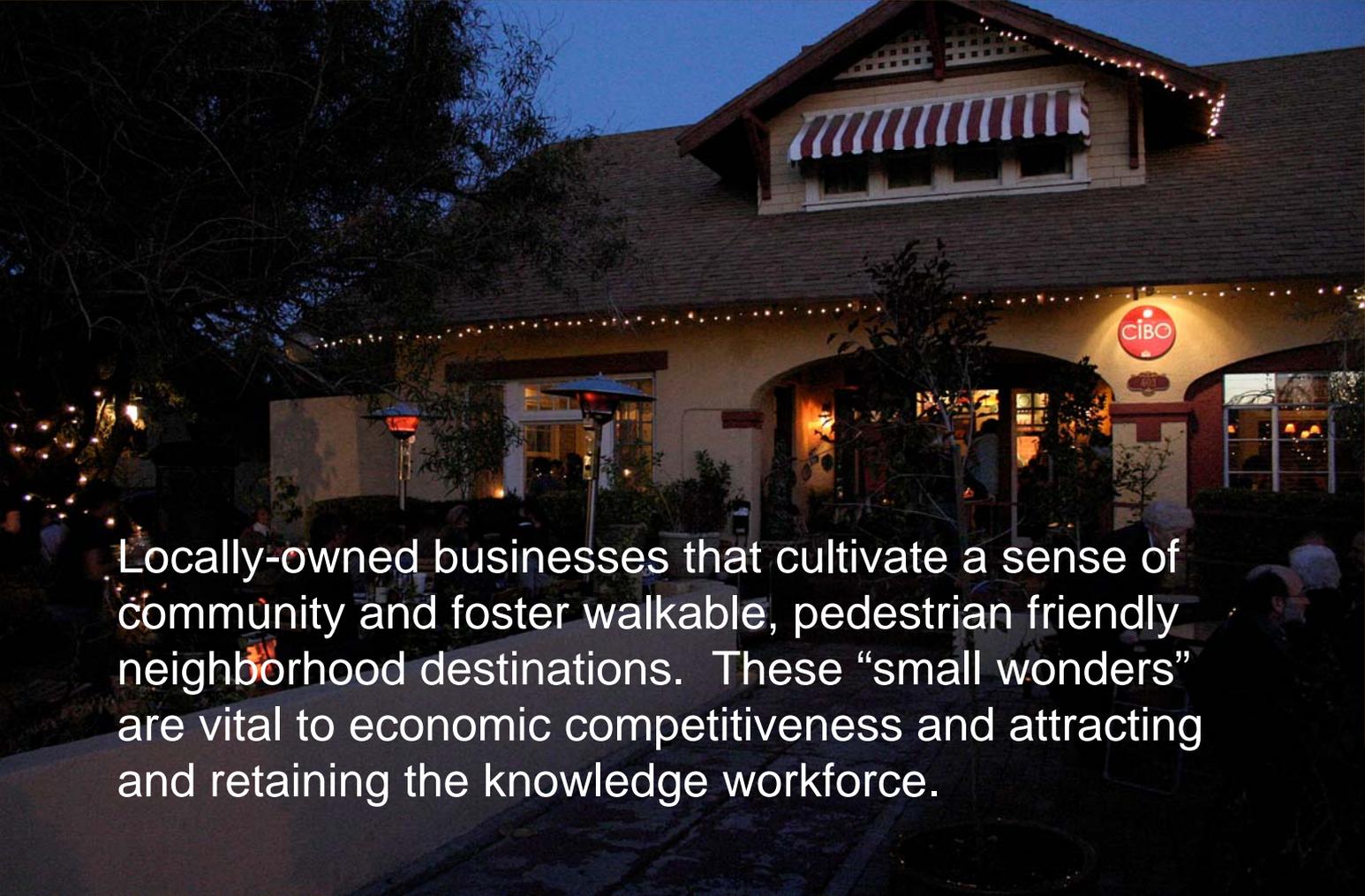
Kimber Lanning  
Executive Director

# Chicago?!

But you live HERE now!



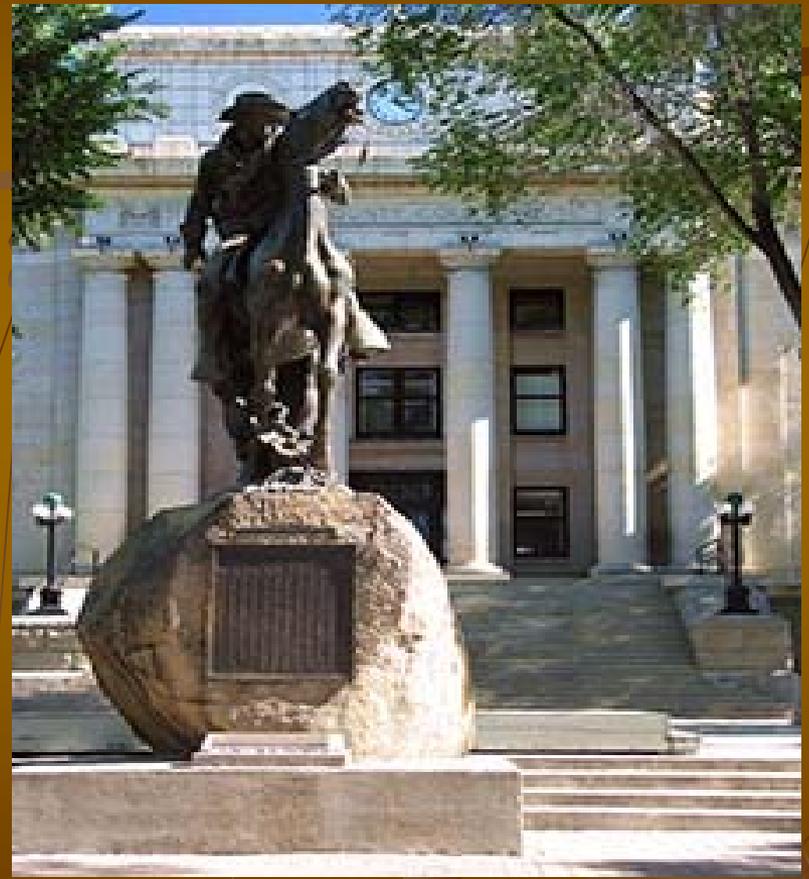
# What is Small Business?



Locally-owned businesses that cultivate a sense of community and foster walkable, pedestrian friendly neighborhood destinations. These “small wonders” are vital to economic competitiveness and attracting and retaining the knowledge workforce.

# Small Business is the Backbone of the Arizona Economy

In 2002, firms with zero to 99 employees comprised 94.7% of all firms in Arizona.



Source: US Census Bureau, 2002



In 2004, over \$21 billion was paid to employees of small, locally owned businesses in Arizona.

Source: US Census Bureau, 2004

If small business  
was laying off  
employees at the  
same rate as  
big business, we  
would have  
950,000 fewer  
jobs in America  
today.

Donavan Rypkema,

Main Street Program, 2009

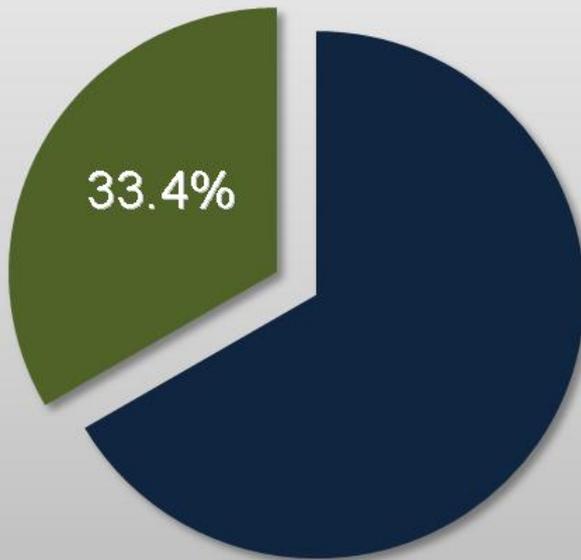


# Broken Social Contracts

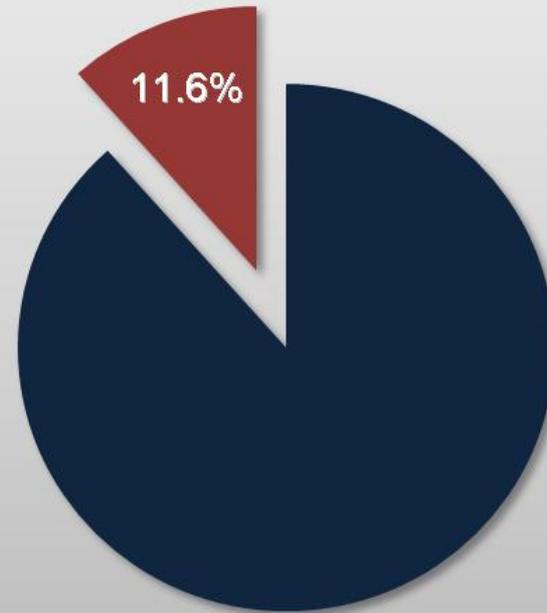


# Why We Need to Support Locally Owned Businesses

Wist Office Products

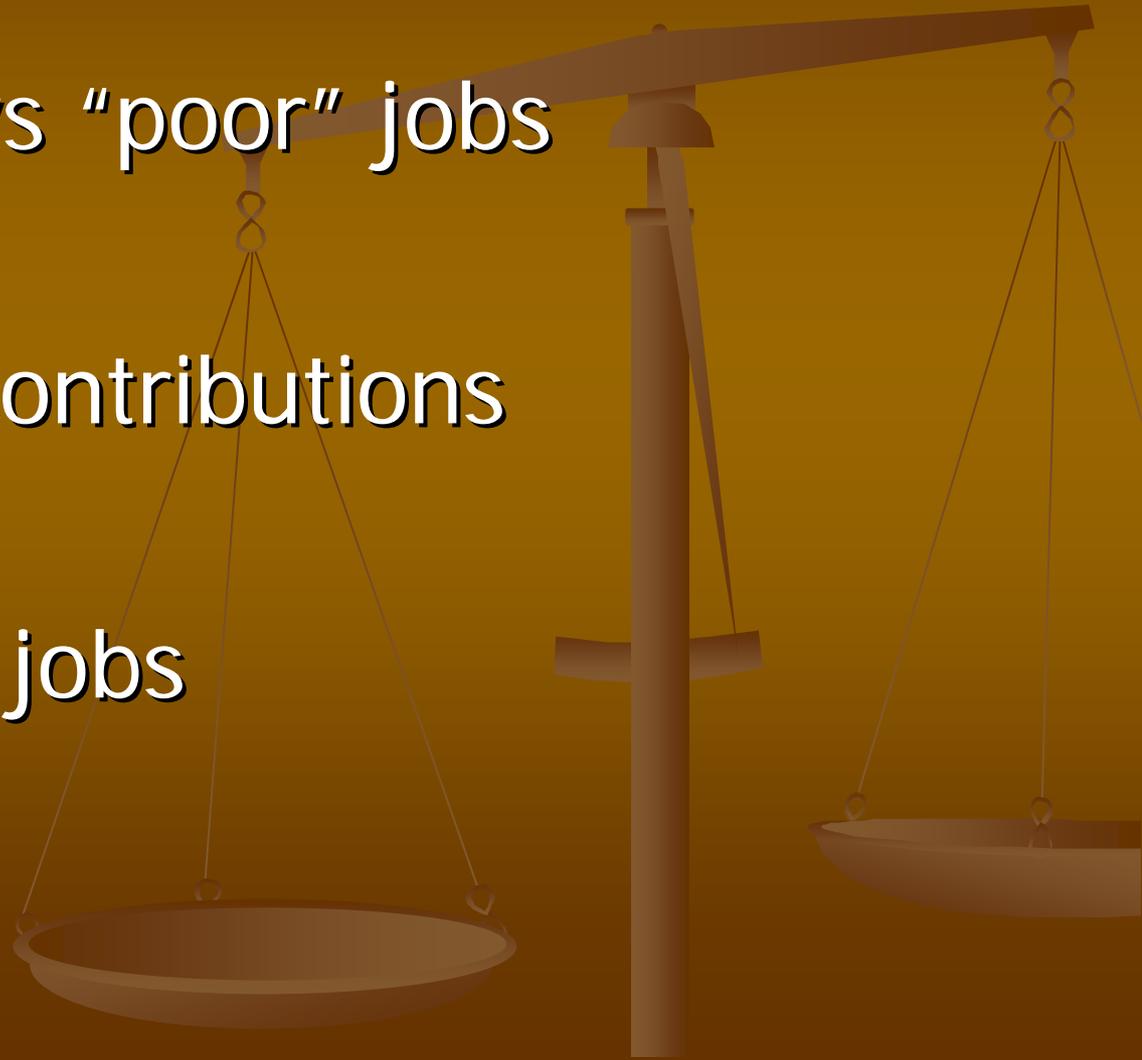


Office Max, Contract

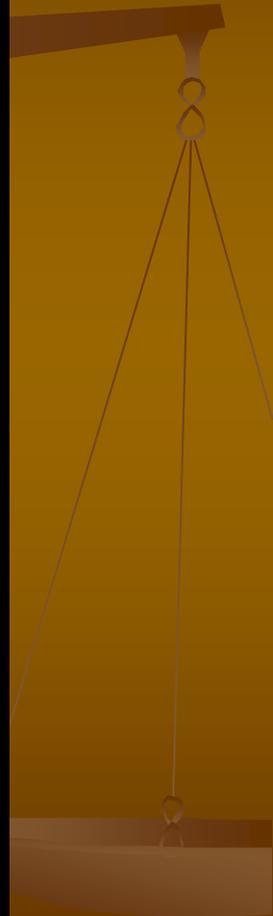
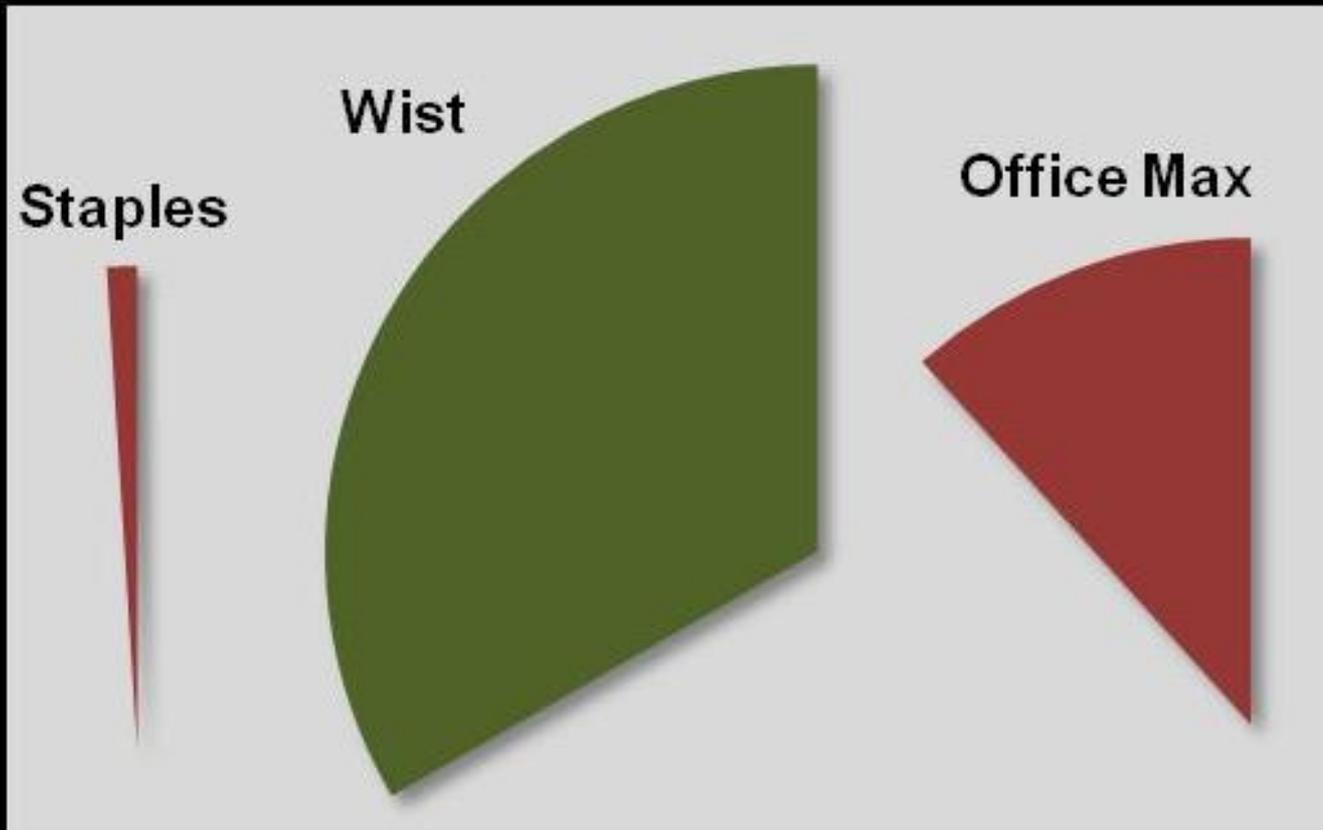


# Methodology: Looking at Net Gains for Arizona

- Good jobs vs “poor” jobs
- Charitable contributions
- Second-tier jobs

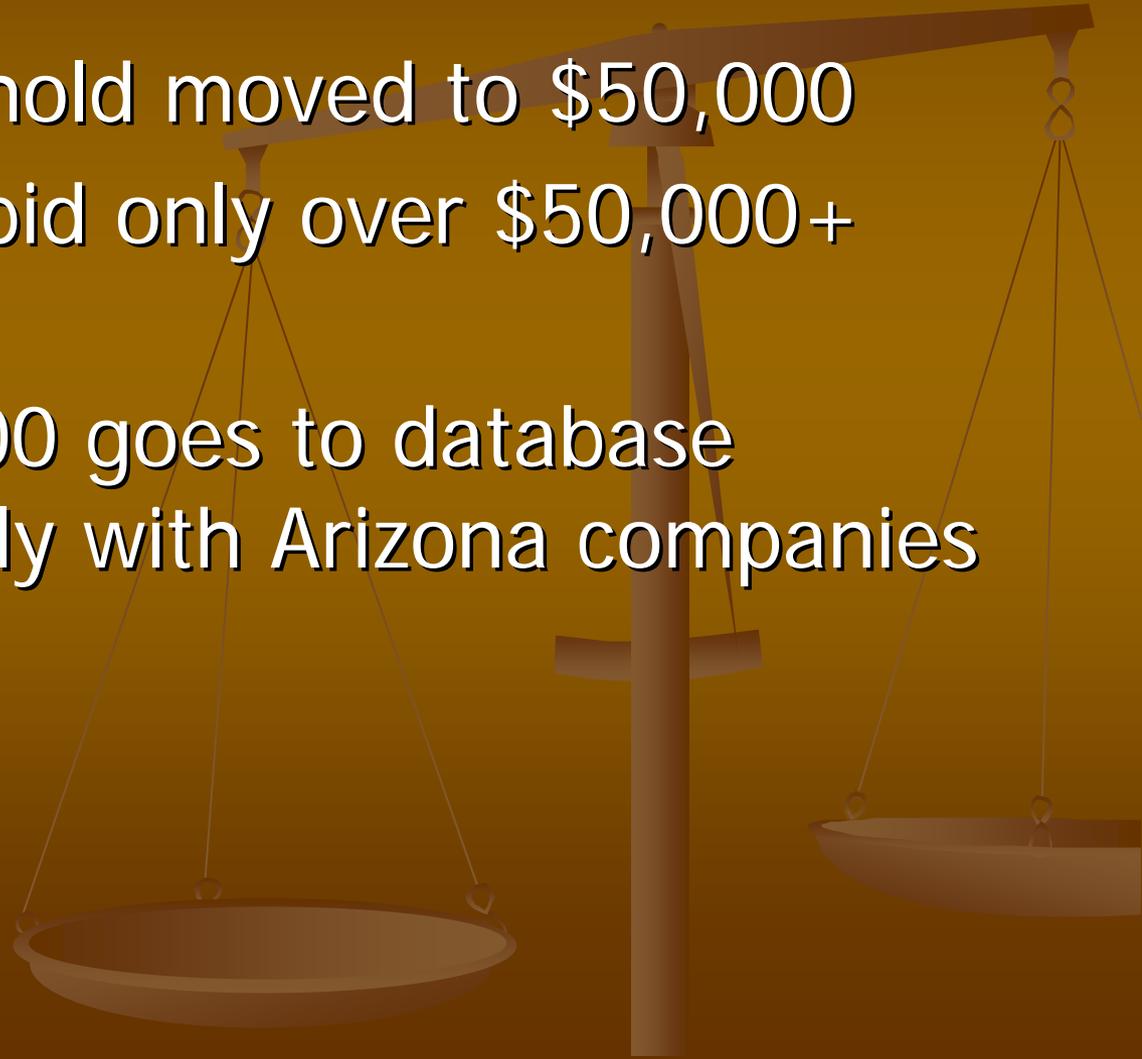


# Consider Long Term Impacts



# Procurement: City of Phoenix Success Story

- \$5,000 threshold moved to \$50,000
- Open public bid only over \$50,000+ contracts
- Under \$50,000 goes to database populated only with Arizona companies

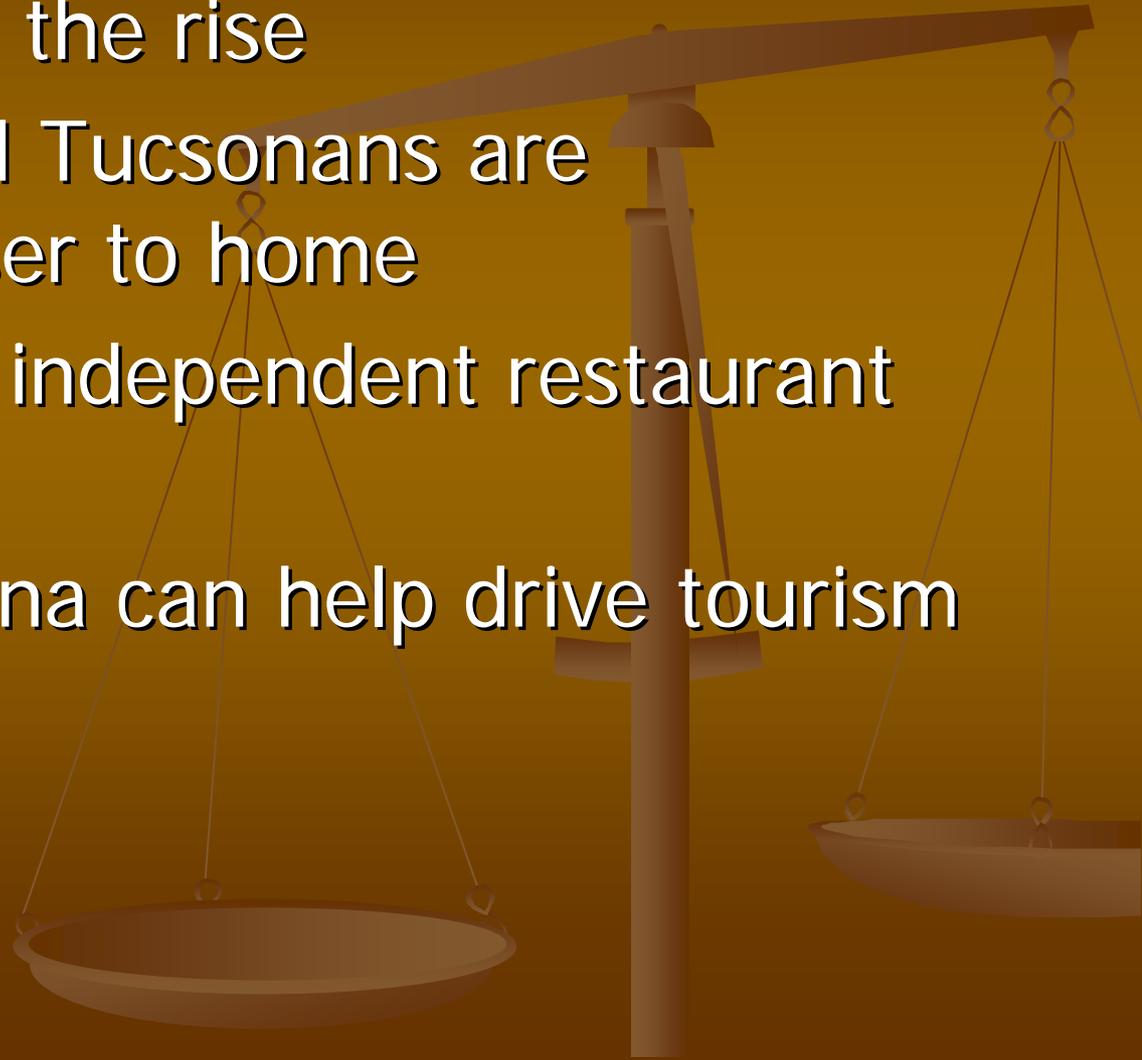


# Statewide Initiatives



# Stay-cations for Arizonans

- Civic Pride is on the rise
- Phoenicians and Tucsonans are vacationing closer to home
- Prescott has an independent restaurant coalition
- Local First Arizona can help drive tourism



# Regional Thinking Creates New Dollars for All



# Land Use and Adaptive Reuse

- Cities with the steepest drops in home values were those with the most sprawl
  - Cities with the best retention of home values were those with the most affordable, dense living options and the best public transportation
  - The greenest buildings of all are existing buildings
  - New ideas need old buildings
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