

Why Join *Keep Edmonton Original*?

If you are an independent entrepreneur concerned about your presence, your voice and your contribution to the future of locally owned and operated businesses in Edmonton, we urge you to join *Keep Edmonton Original*.

Consider joining *Keep Edmonton Original*:

- If you think “Local” is just as important as “global”
- If you would like more customers and patrons for your business
- If you see the need to educate consumers on the impact of local business
- If the camaraderie of working with fellow independent business people and drawing from a network of like-minded entrepreneurs appeals to you
- If you want to combat big box competition in your community by offering customers an original, quality independent alternative

Keep Edmonton Original members work together to increase the visibility and viability of Edmonton’s locally owned businesses. Our collective efforts enable our members to continue to exercise individuality and creativity.

Keep Edmonton Original believes there is strength in numbers. As a member of *Keep Edmonton Original* your business will benefit from increased customer traffic and activity generated through the sharing of ideas and customers with like-minded individuals and businesses.

The Benefits of *Keep Edmonton Original*

Membership Benefits

- Increased customers through bag stuffers distributed through other *Keep Edmonton Original* members
- Listing on www.KeepEdmontonOriginal.com with a direct link to the homepage of your website
- Inclusion in all media and public relations activities for *Keep Edmonton Original*
- Exposure for and link to *Keep Edmonton Original* webpage and program description in every issue of Original Fare's e-newsletter (12 issues per year and over 2,000 customer subscribers)
- Opportunity to share ideas, collaborate and address business challenges with other independent business members twice a year

Participation Requirements

- Annual membership dues: \$500.00 + GST (monthly payment plan available)
- Annual provision of \$100 in gift certificates to be used as incentives for contests to drive web traffic (denominations of gift certificates should be \$10/\$20)
- Actively promote *Keep Edmonton Original* with supplied promotional materials
- Contribute ideas, feedback and resources to collectively agreed upon marketing and promotional campaigns

What is *Keep Edmonton Original*?

Keep Edmonton Original is a program for Edmonton's independent businesses. It is a way to leverage the energy and dollars of many entrepreneurs for everyone's collective benefit. *Keep Edmonton Original* is key to supporting and sustaining independent business as a fixture of our local culture and community.

Independent business stimulates the local economy, creates jobs, set trends, and supports the community. Locally owned and operated enterprises bring diversity and strength to our city's economy and character.

Independent business everywhere is facing growing competition from chain operations that do not have the same level of investment in our local community. It is not in the best interests of consumers or the community if Edmonton's local, independent business scene disappears in the wake of growing, global competition.

The *Keep Edmonton Original* program will work to ensure our city's independent businesses remain vibrant. We will work together to jointly promote the importance of independent business, fueling customer interest, traffic and sales.

We will work to encourage citizens to think about local options first.

The program has several components:

Bag stuffers

Member businesses are supplied with Bag stuffers to promote *Keep Edmonton Original* and the businesses participating. *Keep Edmonton Original* members distribute the bag stuffers to all customers. These bag stuffers educate about the benefits of local ownership and easy things we can do to ensure a healthy economy and city. Bag stuffers will be updated several times per year with new members and different messages about local business and the benefits of patronizing them.

Door Stickers

Door stickers that signify involvement in the *Keep Edmonton Original* program are available to identify and recognize participating businesses.

www.KeepEdmontonOriginal.com. The *Keep Edmonton Original* site highlights the value of independent business in Edmonton, actively promotes all independent businesses that are members, and encourage other independent businesses to join.

In addition to a directory of member businesses, the main page allows individual businesses to promote any events, sales or interesting news about their business. As well, there will be a focus on the benefits of supporting local business and what it means to our community.

Shop Local Month - November 2008

November 2008 will be our first Shop local month in Edmonton. This initiative is being launched by Keep Edmonton Original. It will be promote it in member businesses, online and with the local media as a month to raise awareness and “shop local”.

Spring & Fall Meetings – all member businesses are invited to two meetings per year, to discuss the next steps for marketing and program development. It also allows all members to meet each other and learn a bit about each others businesses. Dates and location TBD

Future plans & possible programs

Please note: Program development is done with the input of member businesses

Local Food Campaign – only offered if 10- 15 local food producers join
This campaign will compare costs & benefits of local foods with imported food. It will also list members to allow local producers to connect with urban consumers directly

“Live Original” Gift Card & VIP Card program – being tested by Original Fare. If it is a successful program, it will be offered to any interested *Keep Edmonton Original* members in late 2008. Costs to participate in the VIP/gift card program will be additional to the annual fee and will be determined after the test period with original fare.

Development of an advisory team – target when membership is 50+ members
Representatives from different categories meet quarterly to ensure:

- Website & creative pieces represent the cross section of businesses involved
- Identify new potential members
- Identify other outside cross promotion opportunities
- Identify any concerns or issues

Who Can Join *Keep Edmonton Original*?

To be considered for membership in *Keep Edmonton Original*, members must:

- Be established as an independent, locally owned business. Members cannot be a part of a chain or franchise, or dealer of a specific brand
- Our definition of business includes: local non profits, corporations, sole proprietorships and partnerships. We will also include producers, artist etc, that rely on Edmonton as their primary market.
- Be a minimum of 51% locally owned & controlled
- Be a leader in their business category by striving for growth through innovation and collaboration
- Have a willingness to work together with other independently minded businesses
- Have less than 6 locations
- Agree and adhere to the *Keep Edmonton Original* core values as outlined

The Values of *Keep Edmonton Original*

The value of *Keep Edmonton Original* comes from collaboration and the pursuit of shared values. *Keep Edmonton Original* exists to collectively promote the values of our members; Edmonton's independent businesses:

We aspire for **quality and excellence**, selecting and presenting products and services that are thoughtfully crafted, diverse and unique, always looking to grow, improve and express creativity.

We appreciate and understand the benefits of **working together**, sharing experiences and collectively supporting each member's individual efforts.

Collectively and individually, we are committed to **social responsibility**. Building healthy communities and backing local charities supports the vibrancy and sustainability of the independent business sector.

We believe in building dialogue about the differences between independent businesses and a nationally or globally managed chain. **Education** on independent business' important role in supporting our city's economy and character is vital to our livelihood.

The independent businesses of *Keep Edmonton Original* are locally owned and make local decisions in support of our community. With a vibrant sustainable independent business community, we move towards a long term sustainable local economy for our city.

Frequently Asked Questions

- Q. If I join *Keep Edmonton Original*, will I have exclusivity in my retail category?
- A. No. The goal of *Keep Edmonton Original* is to bring together like-minded independent businesses that will benefit from working together. However, *Keep Edmonton Original* will work to ensure that membership is diverse and represents a wide variety of retail and service sectors.
- Q. If I join *Keep Edmonton Original*, does it prohibit me from doing my own marketing activities?
- A. *Keep Edmonton Original* encourages independent business members to continue to market to build your business and customer base. The marketing and referral activities of *Keep Edmonton Original* will be a complement to your existing promotional plans.
- Q. Why would I help other independent businesses market themselves?
- A. No matter how strong any single independent business is when like-minded businesses come together to further their collective goals, your strength and capacity as a locally owned, independent entrepreneur increases.
- Q. My business does not have a website. Can I still join *Keep Edmonton Original*?
- A. Yes. Our website can promote your company name, address and phone number as a way of directing our visitors to your business. You do not need a website to be involved.
- Q – *Is Keep Edmonton Original an association?*
- A – No - *Keep Edmonton Original* is a program offered under Original Fare Enterprises, a private incorporated company owned and operated by Jessie Radies. Original Fare Enterprises also operates Original Fare for independent restaurants. Jessie Radies is also the co owner and operator of The Blue Pear, an independent restaurant in Edmonton.

How Do I Join *Keep Edmonton Original*?

Sign up online at www.KeepEdmontonOriginal.com

or

Complete the attached application form, cheque for membership fees & promotional gift certificates and submit to:

Jessie Radies
Keep Edmonton Original
11515 – 95A Street
Edmonton, AB
T5G 1P6

Or contact Jessie directly:

Phone: 780-482-7178

Email: jessie@originalfare.com

Note: Making an application for membership does not necessarily guarantee acceptance to *Keep Edmonton Original*. Any application not granted will be returned with fees and gift certificates.

Keep Edmonton Original Membership Application Form

Name of business: _____

Business owner's name: _____

Address: _____

City: _____ Province: _____

Postal code: _____

Phone number: _____ Fax number: _____

Website: _____

Owner's email: _____

Is email a reliable way to contact you _____

Best number to reach you at: _____

Best time to reach you: _____

Please describe your business and the products/services you offer.

What makes your business, product or service unique?

Business hours of operation: _____

(Please print)

I, _____, owner of _____, would like to make a formal application for membership to *Keep Edmonton Original*. I have fully read the membership criteria and will fully abide by the values as outlined. I understand that if I do not adhere to the values of *Keep Edmonton Original*, I may have my membership revoked and will forfeit any fees paid. My business is locally owned.

Owner's signature

Date