

**New Hampshire IBA Contact:**

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**About AMIBA:**

**The American Independent Business Alliance** helps communities start and successfully operate local

Independent Business Alliances (IBAs), a model with proven effectiveness to help communities maintain a strong base of independent locally-owned businesses, prevent their displacement by chains, and help citizens regain control over their community's future.

AMIBA's staff founded (in 1998) and directed the first IBA in Boulder, Colorado. Its new approach and success prompted an overwhelming number of national inquiries—and requests for help in launching IBAs in Utah, Texas and Oregon. AMIBA was founded in 2001 to help other communities replicate and improve on the success we achieved. A 501(c)(3) non-profit organization directed by leaders of local IBAs around the continent, AMIBA provides IBAs and prospective organizers with a wide range of tools and templates, personal guidance and training, and serves as the hub for this rapidly growing network.

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**About the IBA:**

An **Independent Business Alliance**<sup>SM</sup> is a coalition of locally-owned businesses, citizens and community organizations utilizing a three-pronged approach:

**Public education**

- raising awareness of the numerous benefits our locally-owned independent businesses bring to local residents individually and to our communities;
- getting IBA issues into local media and helping independent businesses become part of “the business perspective” that too long has been dominated by large corporations;
- helping community members view themselves as citizens first, not merely as consumers. IBAs engage the community in active discussion and decision-making as well as shifting individual and municipal spending decisions.

**Group promotion and advertising**

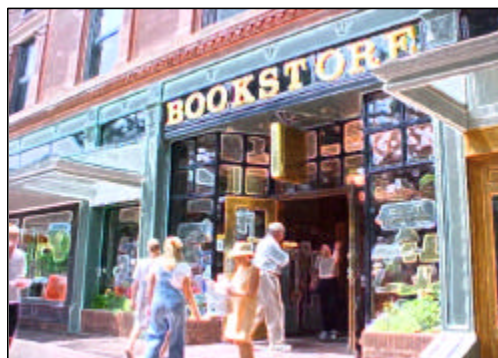
- creating a powerful collective brand for locally-owned independent businesses—to raise the profile of IBAs and independent businesses locally and nationally
- bringing to independents many advantages enjoyed by chains through facilitating group purchasing, cooperative advertising and joint marketing campaigns; to make it easy for people to recognize and find IBA members and know they are supporting local entrepreneurs.

**Building effective and lasting relationships with local government**

- IBAs work with local government and economic development committees to provide the perspective of established community-based businesses;
- IBAs help shape policy supporting community-rooted enterprise;
- IBAs are a resource for both locally-owned independent businesses and local government.

## Examples of local IBA successes:

- ❖ The **Austin IBA's** (TX) landmark economic impact study measuring how money spent at two independent businesses (Waterloo Records and Book People) and a pending Borders superstore impacted Austin found that \$100 spent at Borders generated \$13 in local economic activity, while \$45 was generated by either independent store (through patronage of other local businesses, paying more employees, etc.). The results have been cited widely and sparked similar studies.



- ❖ The **Austin IBA** used their study results to help defeat a \$2.1 million public subsidy for the proposed Borders development. Vocal critics, AIBA gained public support that caused the City to rescind the subsidy. The Borders never went in. AIBA also was instrumental in helping prevent a proposed Wal-Mart superstore. AIBA's Independent Business Improvement Zones program to identify and enhance unique business areas and its CLIC program to match developers and locally-owned independent businesses are enthusiastically embraced by Austin City government and helped AIBA gain the City's ear on policy decisions affecting independent businesses -- before they are made.



- ❖ The **Santa Fe Alliance** collaborates with city government and even New Mexico's state government on "plugging the leaks"—preventing leakage of dollars from Santa Fe and New Mexico that could remain to help New Mexicans. It's only reasonable that taxpayers should reap the benefit of their own tax dollars!
- ❖ **BUILD St. Louis** is positioning itself as a uniting force in a deeply divided (racially, socially, economically, geographically) community. BUILD's board represents the diversity of the community to a remarkable degree, and the IBA is forging relationships with community organizations to connect these diverse communities in a concerted effort focused on community-building and preserving independent business in St. Louis, neighborhood by neighborhood.
- ❖ Increasingly, IBAs are gaining representation on local economic development committees. Local government officials are starting to recognize that the voice of the established small business community has been missing from discussion about community economic well being. IBAs fill a critical local role.

*"The IBA has taught me that there are two different roles of business recruitment—large, but also small businesses that have been here for years generating taxes and no one (in city government) paid attention."*

~ Staff member, Economic Growth and Redevelopment Office, Austin, Texas

- ❖ On the heels of the 2005 election cycle, the director of the Metro IBA in Minneapolis/St. Paul was asked to serve on the transition team of St. Paul's mayor-elect Chris Coleman to help evaluate Economic Development, Planning, and Community Outreach.
- ❖ The Flagstaff IBA's (AZ) founding director was hired by the City to be its first chief of business development and retention, helping institutionalize the culture of support for independent business that all IBAs build.