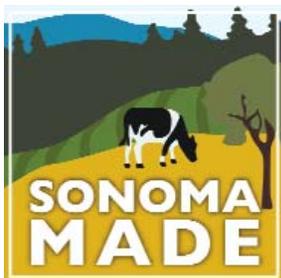
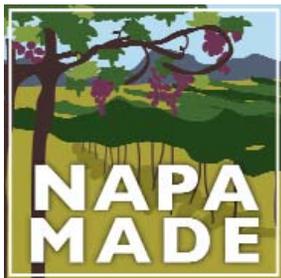




Strengthening our Regional Economy



www.northbaymade.org

LOCAL ?

What is 'local'?

These days the word "local" is everywhere and can mean anything. Local is a matter of scale...from hyper-local in your backyard to made in the USA. At North Bay Made, we see "local" as those goods that are produced within the six North Bay counties.

Why does local and regional matter?

The closer to home we can make and buy our products, the more influence we can have with our money. Collectively our region has about **\$49 Billion** in purchasing power. Shifting our spending to regionally-made products purchased at locally owned businesses helps to keep the money circulating in the local economy and supports local businesses and locally-based jobs.



What can you do?

1. Make a commitment to buy locally made when possible.
2. Look for the North Bay logos and support great local products.
3. Use your purchasing power to support local jobs.
4. If you are a maker, producer or retailer, join North Bay Made.
5. Live well and do good.

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For Makers & Producers



It's hard to do it all -- make quality products, get your products into the marketplace, run a solid business and maintain a work/life balance. We are here to help.

Imagine selling your products from Marin to Mendocino. We help makers get their products to market and sold in the finest locally-owned retailers throughout the North Bay.

A key North Bay Made program is our Maker's Market & Tradeshows. Similar to a "Gift Show" or other wholesale tradeshows, these events introduce and showcase your products to regional buyers and retailers.

Qualify as a Maker Member and use our distinctive branding on your products and in your marketing materials to highlight that your goods are locally made.

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For Retailers



If you are a retailer, North Bay Made positions your store as a “go to” place to find regionally-made, quality products. Our marketing program helps drive the growing number of local-seeking shoppers to your door. Cross marketing also helps new customers find you.

In store, use the North Bay Made branding as signage, shelf talkers and for product identification. This will help your customers “see” your commitment to regionally-made products and find what they are looking for with ease. Customers will feel better about their purchases knowing their money is supporting the local economy.

If you are looking to carry more locally-made products, our Maker’s Market & Tradeshows are great opportunities to find new and unique products for your store. Meet the Makers, develop new buying relationships, even collaborate on private label or custom product lines.

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For the local-loving Community



If you are a local lover and care about the regional economy, North Bay Made helps you find regionally-crafted products at locally-owned retailers.

When you see a product with a North Bay Made logo, you know it’s been produced within the region and you can feel extra good because you are making a positive contribution to the local economy.

By purchasing North Bay Made products you are also supporting new business start-ups, regional business growth and other important community localization efforts.



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Join the fun!

North Bay Made is the next evolution in collaborative branding to support the regional economy.

North Bay Made is a membership program open to qualified people or companies that manufacture, grow, produce or sell products, services or experiences in the region. The logos can be used on products, marketing materials and other business collateral to help market your company and products.

North Bay Made was created to identify, support and promote quality products, services and experiences that are made in the six-county North Bay region. With use of the brand comes a promise that the products and services are carefully made by people who care about their craft, their community and the environment.

Specifically, the program will....

- 1) Help people identify quality products made within the region,
- 2) Drive demand for locally-produced goods,
- 3) Help small entrepreneurs to grow their businesses, and
- 4) Increase economic activity and job creation in the North Bay region.

For more information or to join, please go to:
www.northbaymade.org



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