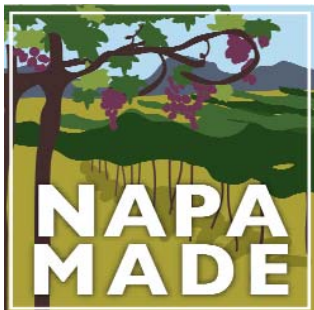




MAKER OVERVIEW



The Vision

North Bay Made is the next evolution in collaborative branding to support the regional economy. 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. It is a membership program open to qualified makers and retailers that manufacture, grow, produce or sell quality products in the region. By helping local businesses and entrepreneurs find new markets and create new jobs, North Bay Made will foster regional economic development and increase the overall quality of life throughout the region.

Makers

We are collaborating with select “Makers” -- value-aligned entrepreneurs, manufacturers, producers, growers or designers working in each county to create locally made products or services. 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.

The Brand

A brand has been created for each of the six North Bay counties; Sonoma, Mendocino, Lake, Napa, Solano and Marin as well as an overall North Bay Made logo to represent our region as a whole. The branding will be used to identify, promote and support regional/local businesses, innovators and entrepreneurs. The logos can be used on products, marketing materials and other business collateral to help promote your company and products. The branding will help drive demand for regionally-made goods, more local production and help create opportunities to incubate new businesses that fill gaps in our regional supply chain.

Maker Benefits

Selected North Bay Made Makers will benefit in several ways:

- 1) **Regional Exposure:** Makers will gain access to retail stores and marketplaces throughout the North Bay region with an opportunity to grow your business.
- 2) **Marketing Power:** North Bay Made provides a marketing presence unavailable to the individual small maker on their own.
- 3) **Tradeshows:** Our signature “Makers Market & Tradeshow” events will feature connections for Maker members to retailers seeking local products for their stores.
- 4) **Networking:** Connection to a growing network of makers with the potential for collaboration, group purchasing and sharing of information and best practices.
- 5) **Business Support:** North Bay Made’s business incubation services are available to help support your business challenges and growth.

The Specifics:

To join North Bay Made, you need to apply for membership and:

- 1) Agree to meet quality standards as described in the Maker Contract
- 2) Agree to use the North Bay Made branding to promote your products and business
- 3) Pay the annual license fee and remain a member in good standing
- 4) Participate in tradeshow and networking events as appropriate -- the more the merrier!

The Cost

The annual licensing fee structure is designed to allow use of the brand by the smallest farmer or start-up business as well as large manufacturers and retailers. The annual fee is based on the company's annual gross revenue. For Makers, the license provides for use of your County logo and the regional North Bay Made logo.

Annual Revenue Annual Licensing Fee

_____ \$0 - \$49,999.....	\$125
_____ \$50,000 - \$149,999	\$250
_____ \$150,000 - \$299,999	\$500
_____ \$300,000 - \$499,999	\$1,000
_____ \$500,000 - \$999,999	\$1,500
_____ \$1,000,000 - \$1,999,999	\$2,000
_____ \$2,000,000 and above	\$2,500
_____ Campaign Sponsor: _____	

How is Your License Fee Used?

50% of your license fees will stay in your county and be placed in an Incubation Seed Fund. Primarily, these funds will be used to help local makers start-up or increase production to expand into the network of regional retail outlets. Funds can be used in many ways, including economic localization projects. One promising example is to fund a producers' expansion by pre-buying a large volume of products for the retail outlets. This is similar in concept to a prepayment for food with an agricultural CSA. 25% of the license fee supports the local Affiliate that manages the North Bay Made program and 25% goes to Local Works for the brand development, marketing and regional coordination.

For more information or to get involved: www.northbaymade.org

Local Works, Flexible Purpose Corporation
531 5th Street, Santa Rosa, CA 95401
707-583-7667
www.northbaymade.org



Local Works
531 5th Street, Santa Rosa, CA 95401
707-583-7667
www.northbaymade.org
c. 9/5/13