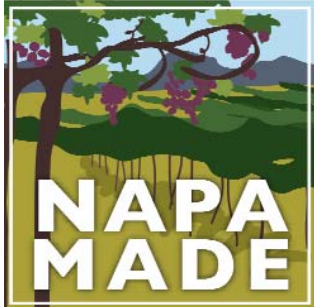




RETAILER OVERVIEW



The Plan

- * Establish a brand that identifies top quality, locally-produced goods created in the extended North Bay region.
- * Develop a network of independent, locally-oriented retail outlets that can help those products succeed by providing a ready made retail distribution network for rapid, wide marketplace entry.
- * Support quality makers and economic localization efforts using incubation funds generated from the brand license fees.

The Point

The point of the program is to boost and strengthen locally-oriented retailers by creating a network for sharing ideas and support while also providing easier access to wide range of quality local products. It will be great for quality local product makers because it will provide them ready access to a network of retail outlets, making it much easier to earn a living. Simultaneously the program will generate a, badly needed, source of incubation funds to help our local start-up product makers get established.

The Brand

Local Works of Santa Rosa has created a series of beautiful North Bay Made brand images, one for each of six North Bay counties. Retailers who have joined the network will use these brand images to identify products made in the North Bay area on their shelves. Top quality products, as identified and championed by member retailers, will also be able to license the brand to help distinguish their products. Because the brand will represent our best it will eventually also boost our branded makers in expanding to state, nation and (perhaps) world-wide markets.

The Retail Network

The network started with the Local Works Made Local Marketplace and the Westside Renaissance Market in Ukiah. We are now inviting select retailers that support local products throughout the six North Bay Counties (Lake, Marin, Mendocino, Napa, Solano, and Sonoma) to join us. We are confident that we will have a robust network in short order. Localization makes sense economically, and in every other way. People recognize it and are looking for genuine local products. Joining the North Bay Made retail network will give stores a credibility advantage over all the chain stores that are trying to sell themselves as local.

The Specifics

To join us you need to apply for membership and:

- 1) Agree to boost products made in the North Bay region with the appropriate logo in your store,
- 2) Agree to identify and share your best locally made products with the rest of us,
- 3) Agree to feature quality products that other member retailers identify (to the extent that you agree that those products fit in your store),

4) Pay the annual license fee to get skin in the game and to help boost the brand and build the incubation fund.

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 retailers that the license provides for in store use of all county logos (which is strongly encouraged) at one location.

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:

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