



## JOIN THE FIGHT, [RENEW TODAY](#)

*Thank you so much for being part of Portland Buy Local!* You joined us because you agree that locally owned, independent businesses are the foundation of a resilient, engaged community. We heavily depend on the dollars raised through annual member dues to fund all the ways we promote and advocate for our members. We literally could not do it without YOU!

This past year Portland Buy Local staff and volunteers worked relentlessly to help you survive the COVID crisis. We're not out of this yet, and as we look toward the remainder of 2021, we ask that you [renew your membership](#) to ensure we can continue working to support our local business community. You can see a small sample of how your 2020 membership dollars were put to work on the next page.

## DON'T MISS OUT ON THE BUY LOCAL GUIDE

One major benefit of membership is inclusion in the Portland Buy Local Guide. This year we plan to distribute at least 20,000 copies to hundreds of locations throughout the Portland area. The Guide is an important marketing tool that tells consumers why choosing locally owned, independent businesses matter and connects community members and tourists with your business. **You must [renew your membership by April 30 to receive your free text listing in the directory](#) and be eligible to purchase additional advertising space. You can [view the advertising rate sheet here](#).**

## MEMBER SCHOLARSHIPS

While we keep our membership fees very low, we understand that these costs can be a barrier for some, especially in this unprecedented year. Our brand new scholarship fund is available to new and renewing members and covers the full cost of membership for one year. Scholarships are made possible by donations from member businesses and community supporters. Current fund supporters include Benchmark Real Estate, Gorham Savings Bank, and a number of individual community members. Interested in a scholarship? [Fill out an application here](#). Want to contribute to the scholarship fund? [Email us and let us know](#).



## **SAMPLE OF 2020 ACCOMPLISHMENTS**

### **Advocacy**

- Lobbied City Council to allow nonessential businesses to [safely ship goods during the shutdown last March-April](#)
- Mobilized business owners and community members to support a change in [alcohol sales restrictions](#), enabling restaurants to sell to-go cocktails
- Supported effort to allow businesses to operate outside
- Held [virtual town hall with Sen. Angus King](#), leading to legislation strengthening the PPP, making it more useful for small businesses
- Hosted PBL-only webinar with the State's Department of Economic and Community Development Commissioner, helping businesses [successfully apply for State funding](#)

### **Marketing**

- Created [window stickers](#) to help businesses communicate COVID requirements
- Increased social media followers to educate, promote our members, and connect with consumers
- Expanded the Holiday Gift Guide, distributing 18,000 printed copies and promoted it via its own website
- Hosted IndieBids to connect consumers with member businesses.
- Launched [Port City Gift Swap](#), a city-wide local gift exchange, directly generating more than \$7,500 in local economy

### **Thought Leadership**

- Repeatedly contributed to local news stories to share evolving small business perspectives and needs
- Featured in national outlets including [Bloomberg Business](#) and [PBS NewsHour](#) on topics like commercial rent relief and government loans
- Published op/ed advocating for COVID relief needs in [Portland Press Herald](#)

***Please [renew your membership today and continue the fight for our local business community.](#)***