



## **SANTA FE ALLIANCE MEMBERSHIP, IT REALLY MEANS SOMETHING**

### **ARE YOU INTERESTED IN...?**

Localizing our food system • Renewable energy or a local energy grid • Linking local business to the NM film industry • Triple Bottom Line business practices • Sustainable neighborhoods and communities • Advocacy for independent business issues • Green jobs and workforce development • Local manufacturing • Supporting and promoting locally owned, independent businesses

### **SO ARE WE!**

When you join the Santa Fe Alliance, you join our team, and a team of independent businesses, non-profit organizations, community members, and public officials dedicated to building a vibrant local economy.

### **LOCAL ECONOMY BENEFITS**

- **Education:** We educate our community about the multiplying effect of spending money locally; as the nation's third largest independent business alliance and BALLE's Southwest Regional Hub, we train and mentor other communities in growing their local economies, while shining the spotlight on Santa Fe
- **Advocacy:** We advocate at the local, state, and regional levels to influence public policy in favor of a locally-determined, sustainable economy; we work on an array of issues impacting locally owned businesses like health care reform, tax incentives, and corporate tax loopholes
- **Community Sustainability:** We promote and encourage green and sustainable business practices through workshops, special events, media exposure, and partnerships with other organizations
- **Localizing the economy, sector by sector:** We work on food and energy security through successful programs, policy advocacy, and partnerships.
- **Connection to a national movement:** through the Business Alliance for Local Living Economies (BALLE) and the American Independent Business Alliance (AMIBA), we envision a just and sustainable global economy created by a network of local economies

### **TANGIBLE BENEFITS FOR YOU OR YOUR BUSINESS**

- Inclusion in our on-line business directory
- Business listing in our annual printed Local Guide

- Buy Local Campaign: year-round advertising and editorial in print and non-print media, including weekly “Local First Radio” on Talk 1260 KTRC featuring local businesses and issues; special events such as the popular Buy Local Bowl
- Sector-specific business promotions: retail and services, local bookstores, farmers and food producers, restaurants, the film industry, green jobs, sustainable businesses, etc.
- Business development: curbside consulting and training workshops for entrepreneurs and business owners
- Networking meetings, special events, annual holiday party: promote your business, meet like-minded folks, or unwind with local food and drink
- Become a part of something bigger: our local network of over 450 businesses, nonprofits and leaders as well as a national network of over 20,000 businesses just like yours!

**Join us today in developing a local, living economy!**

### **CONTACT US**

We are happy to talk to you more about the work that we do and how you can be a part of it.

Beverly Post, General Manager and Membership Director

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