



Sustainable Business Alliance

People  *Planet*  *Prosperity*

Erin Kilmer Neel

We believe...

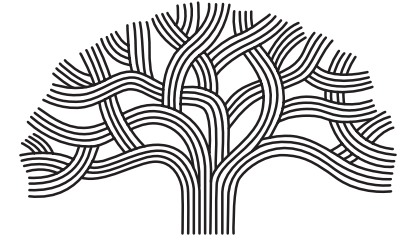


Well-being for ALL people



and planet

...requires us **ALL** to be
part of the solution



CITY OF OAKLAND



**Government &
Nonprofits**

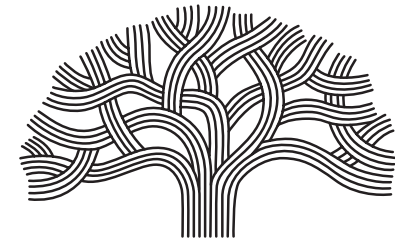
...requires us **ALL** to be
part of the solution



beneficial state bank



**Businesses
& Financial
Institutions**



CITY OF OAKLAND



**Government &
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...requires us **ALL** to be
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Residents

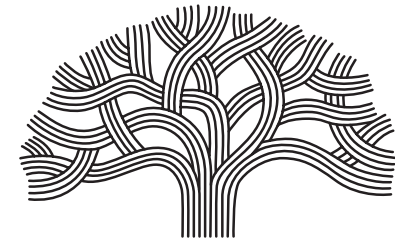
Give
Something
Back[®] OFFICE
SUPPLIES



beneficial state bank



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Residents

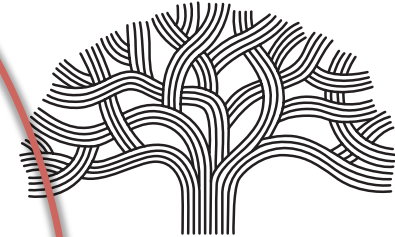
Give
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Businesses
& Financial
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CITY OF OAKLAND



Government &
Nonprofits

3 Major Program Areas

Support Biz & Artists
(Education, Inspiration, Resources)

Engage the Community
(Spreading the Word)

Build Capital Connections
(Getting money to local businesses)

3 Major Program Areas

Support Biz & Artists

(Connection, Education, Resources, & Inspiration)

**Engage the Community
(Spreading the Word)**

**Build Capital Connections
(Getting money to local businesses)**

Connect



Events, 1-1, Online

Educate



Workshops, Speakers



Resource



EAST BAY EXPRESS



Vending Opportunities, Marketing, Referrals

And Inspire

Certified



Corporation[®]

**Social &
Environmental
impact**

**Locally
Inspired**

Speaker Series



Well-Being Lab

3 Major Program Areas

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Shop with Oakland Love

Seriously find GREAT gifts and support our local economy

**oakland
grown**

**Holiday
Gift Guide** 2010

OUR LOCAL GIFT GUIDE



Affordable, fun, unique ideas for everyone — even stuff you can buy online and have shipped! [View the Guide >](#)

**The 2010
Gift Guide**

Antique Copper Double Hoop Earrings

\$22
by Pretty Fun Designs

Aqua fox fur headband & cuffs

\$189
by The Hat Library



Bark Back for iPhone

\$15
by Tinkering Monkey



Boo-Boo Balm

\$14
by New Leaf Extracts



Calder's Triangles Necklace

\$76.00
by rosemary dudley designs



Children's Fairyland Annual Family Memberships

\$83
by Children's Fairyland

Gift Guides



Join the Great Oakland Grown
Holiday Challenge!! ►

Shop Local Pledges

Oakland Grown Gift Finders



Local Gift Concierge



NOVEMBER 23
SHOP INDIE THIS HOLIDAY SEASON

IN THE BLACK & **PLAID FRIDAY**

Check OaklandGrown.org starting Nov. 21st
for a list of businesses and activities



Special Local Campaigns



National Campaigns

Think indie

OUR DOLLARS MAKE A DIFFERENCE... CHOOSE INDIE BUSINESSES & ARTISTS FIRST!

Berkeley Bowl West
2020 Oregon Street, Berkeley
510-843-6929 berkeleybowl.com

Uptown Nightclub
1928 Telegraph Avenue, Oakland
510-451-8100 uptownnightclub.com

Community Alliance With Family Farmers
caff.org

Artist At Play Studio
1649 Hopkins Street, Berkeley
510-205-2110 @artistatplaystudio.com

Pegasus Books
Solano Avenue - Downtown Berkeley - Rockridge
pegasusbooksstore.com

Paws & Claws
3436 Dimond Avenue, Oakland
510-336-0100 pawsondiesoakland.com

Metro Lighting
2240 San Pablo Avenue, Berkeley
510-840-0509 metrolighting.com

Bay Localize
510-834-0420 baylocalize.org

Amoeba Music
2455 Telegraph Avenue, Berkeley
510-549-1125 amoeba.com


BROUGHT TO YOU BY:
EAST BAY EXPRESS



If you are an independent business and want to be featured on this page, call the East Bay Express at 510-879-3702 or email Indie@EastBayExpress.com.

Co-op Ads

LOVE OAKLAND?

Put your money
where your  is

Shop with Oakland's
local  independent
businesses & artists

OaklandGrown.org

Cool Shops, Galleries and Gifts • Online Shopping
Gift Guide • Items for Every Budget!



Oakland Grown Card

Thanks to our local economy supporters:

East Bay Express City of Oakland

Free parking at metered spaces and City garages on Field Friday
(11/23) and Saturdays thereafter through end of the year!

Bus Shelters



Billboards

Strengthen Oakland's Economy and Create More Jobs




Locally-Owned
Independent
Businesses
Recycle More
Money Through
our Community

SUPPORT
**oakland
grown**
Businesses & Artists

OaklandGrown.org

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Items for Every Budget!



Oakland Grown Card

Thanks to our local economy supporters:
East Bay Express • City of Oakland

Free parking at metered spaces and City
garages on Plaid Friday (11/23) and Saturdays
thereafter through end of the year!

Posters



Need a New Shirt?

Over 60 unique local clothing stores in Oakland.

Find them on

ShopOakland.com

then hop on AC Transit to shop.

Support our local economy,
preserve our environment, AND look good!



- * Neighborhood stores
- * Art galleries & studios
- * Street festivals
- * Online shops



Bus Ads



Window Decals

510styleconscious

Socially-conscious independent shopping in the East Bay.



Recycled Glass Lidded Carafe

\$63

hatch ecolifestyle
Montclair



Sheet Dress

\$120

Field Day Wearables
Uptown



Branch Scarf

\$148

Hiroko Kurihara Designs
25th Street Collective | Uptown
*Accepts Oakland Grown Card

E-newsletters – 3000+



T-Shirts



Bags

SERIOUS GIFT OPTIONS!

Some sample items sold by our members:

- Recycled & New Items
- Hand-made Items
- Manufactured Items
- Men's & Women's clothing
- Eco-friendly toys
- Kids clothing
- Jewelry
- Fine Art
- Photography
- Bags
- Home goods
- Scarves
- Hats
- Watches
- Belts
- Soaps
- Scrubs
- Candles
- Make-up
- Notecards
- Calendars
- Books
- Oakland tees
- Screenprinted Items
- Cookbooks
- Kitchen goods
- Bikes
- Kayaks

Oakland's
Holiday Buy Night

INSIDE
Jack London Market

55 HARRISON
@ WATER ST



THURS & FRI
Dec 10 & 11
5-10 pm

Shop Locally-Owned & Independent
at Oakland's *Holiday Mall* alternative!

SHOP

Art, clothing, accessories, housewares, sporting goods, books, toys, & much more from Oakland Unwrapped!, Pro Arts & Oakland Grown. Items for just about all ages, genders and tastes.

EAT, DRINK, AND BE MERRY!

Short theatrical & music performances, DJ spinning festive tunes, Kids Zone, gift wrapping, yummy foods, hot cocoa, coffee, tea, wine, & the new East Bay Express Beer - EBX Bleeding Heart Lager!

MAKE A DIFFERENCE!

Purchases made with local independent businesses have as much as 3x the positive economic impact on our community than purchases at chain stores!!



EAST BAY EXPRESS

For a complete listing of special events: www.jacklondonsquare.com or call 510.645.9292



Waterfront Night Bazaar
at Jack London Square

October 1, 2009
5:30 - 9:30pm
Jack London Square

Brought to you by Jack London Square, OAKBOOK, Oakland Unwrapped! and East Bay Express



Host Shopping Events



Promote & Attend Community Events

Gift Card



One card. Many local businesses.

Oakland Grown Card - Gift



District Card Crawls & Scavenger Hunts



YOU



Your family,
Your friends,
and Oakland.

Show them all
just how much...

...shop
Oakland Grown
for the holidays.

The 2010
Gift Guide

Find over **150**
Oakland independent
businesses & artists
with awesome gifts
in the Oakland Grown
2010 Gift Guide

**oakland
grown**
.org



YOU  **Your Family,
Your Friends and Oakland.**

Show them all just how much...

Shop **Oakland Grown**
for the holidays.

Find over **175** Oakland independent
businesses & artists with great gifts in
the Oakland Grown 2010 Gift Guide

The 2010
Gift Guide

**oakland
grown**
.org

Ads

LOVE OAKLAND?



Put your money where your  is

When you shop local, independent businesses, you get unique items AND help pay for important services like our parks!



**Shop Local this
Holiday Season!**

OaklandGrown.org

**She
doesn't
want
jewelry
from
a mall.**



Get her something **funky and fun** from one
of the local jewelry stores and artisans at

ShopOakland.com

* Neighborhood stores * Art galleries & studios
* Shopping Fairs * Online shops



www.ShopOakland.com
Support Oakland Green Businesses & Artists

**oakland
grown**

**Does this guy
want a gift card
from the
grocery store?**



**Find him something fun from one of
the local children's stores at**

ShopOakland.com

*** Neighborhood stores * Art galleries & studios * Shopping Fairs * Online shops**



www.ShopOakland.com
Support Oakland Grown Businesses & Artists

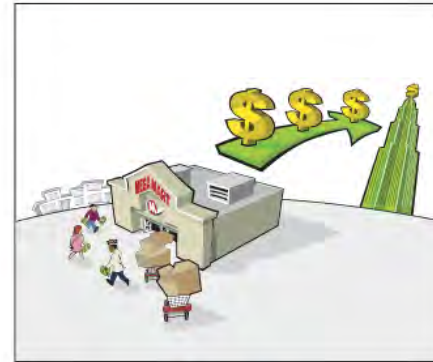
**oakland
grown**

Can we improve Oakland's economy?

Yes we can.



Do



Don't

Recycle your money within Oakland by shopping with locally-owned independent businesses and artists.

ShopOakland.com

* Neighborhood stores * Art galleries & studios * Shopping Fairs * Online shops



www.ShopOakland.com
Support Oakland Grown Businesses & Artists



**Over 50
places to
buy
lipstick
in Oakland.**



**Find the gifts you need
at ShopOakland.com**

*** Neighborhood stores * Art galleries & studios
* Street festivals * Online shops**



**oakland
grown**

www.ShopOakland.com

Support Oakland Grown Businesses & Artists

*In case you are wondering, we are not advocating the use of animals in cosmetic or other product testing.

3 Major Program Areas

Support Biz & Artists

(Connection, Education, Resources, & Inspiration)

Engage the Community

(Spreading the Word)

Build Capital Connections

(Getting money to local businesses)

Local Capital Connections



**East Bay
Guide to
Local Capital**

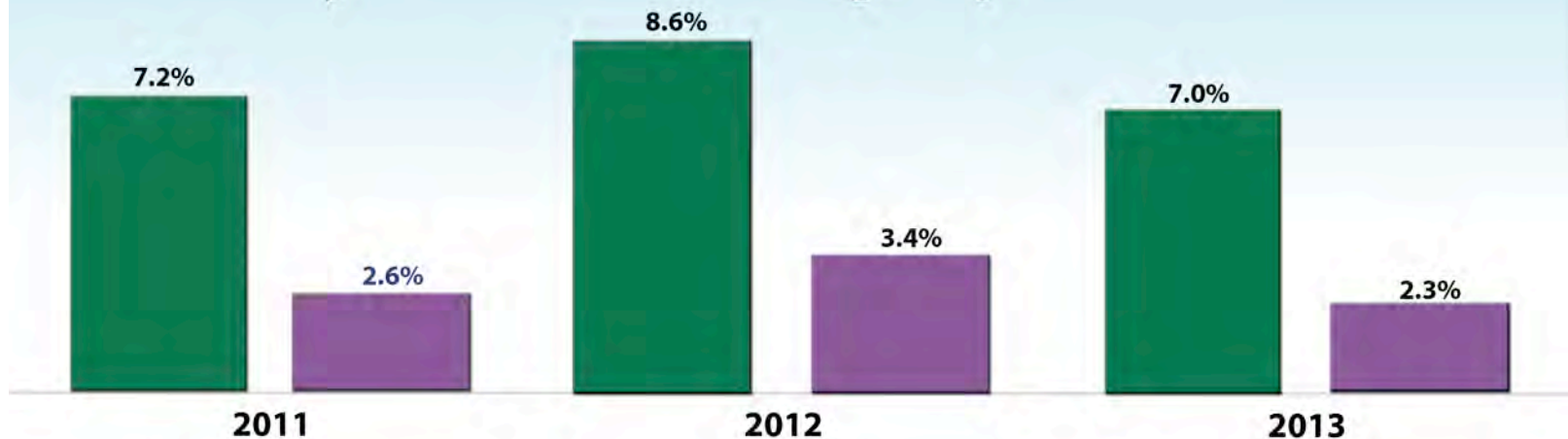




**Direct investing, clubs, platforms,
local banks, crowdfunding, CDFIs**

Guide, Events, Presentations, House Parties

Do Buy Independent / Buy Local Campaigns Make a Difference?

Year-to-year sales increases among independent businesses

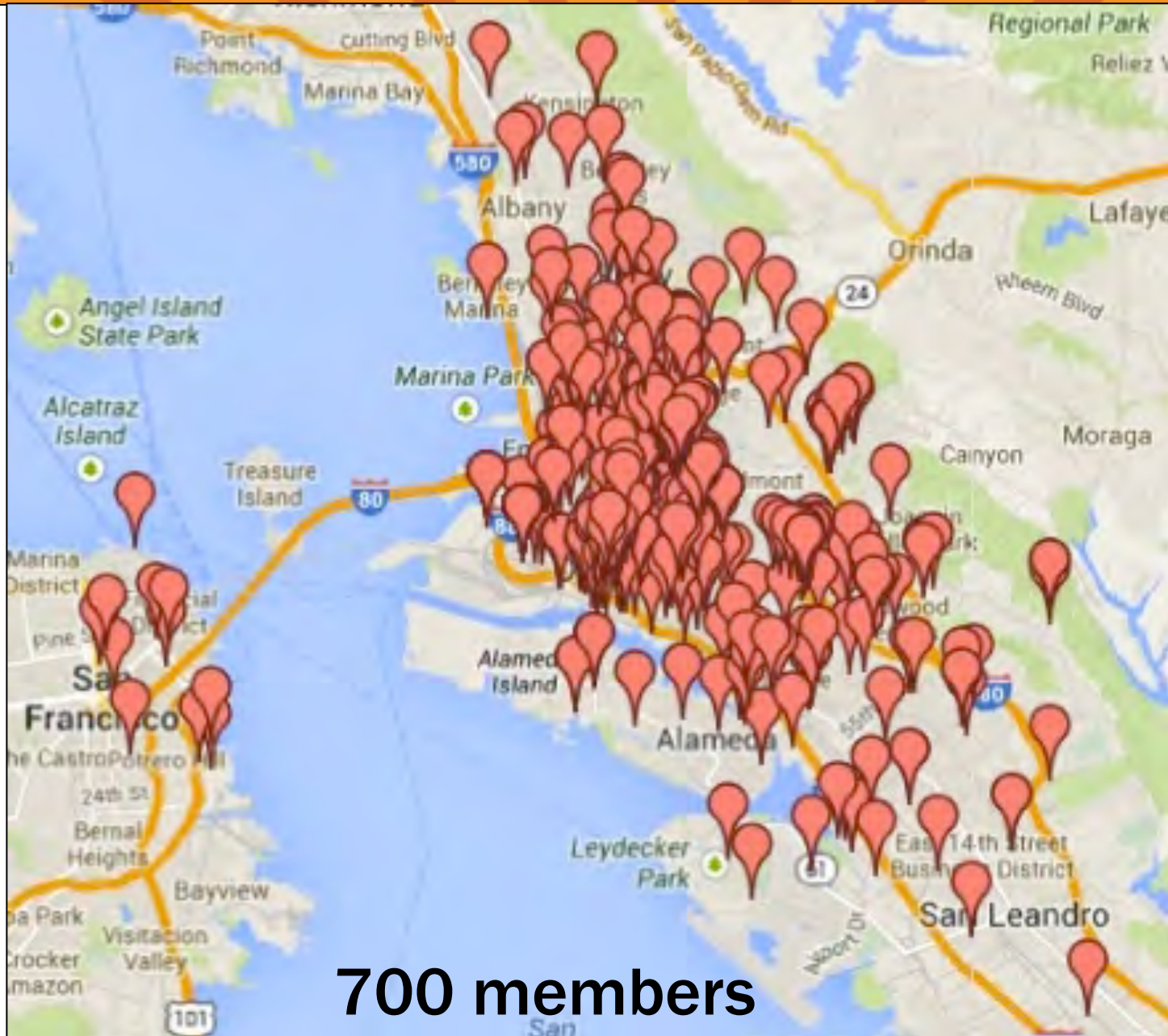


-  Communities with campaigns run by Independent Business Alliances® / Local First Networks
-  No Independent Business Alliance / Local First Network

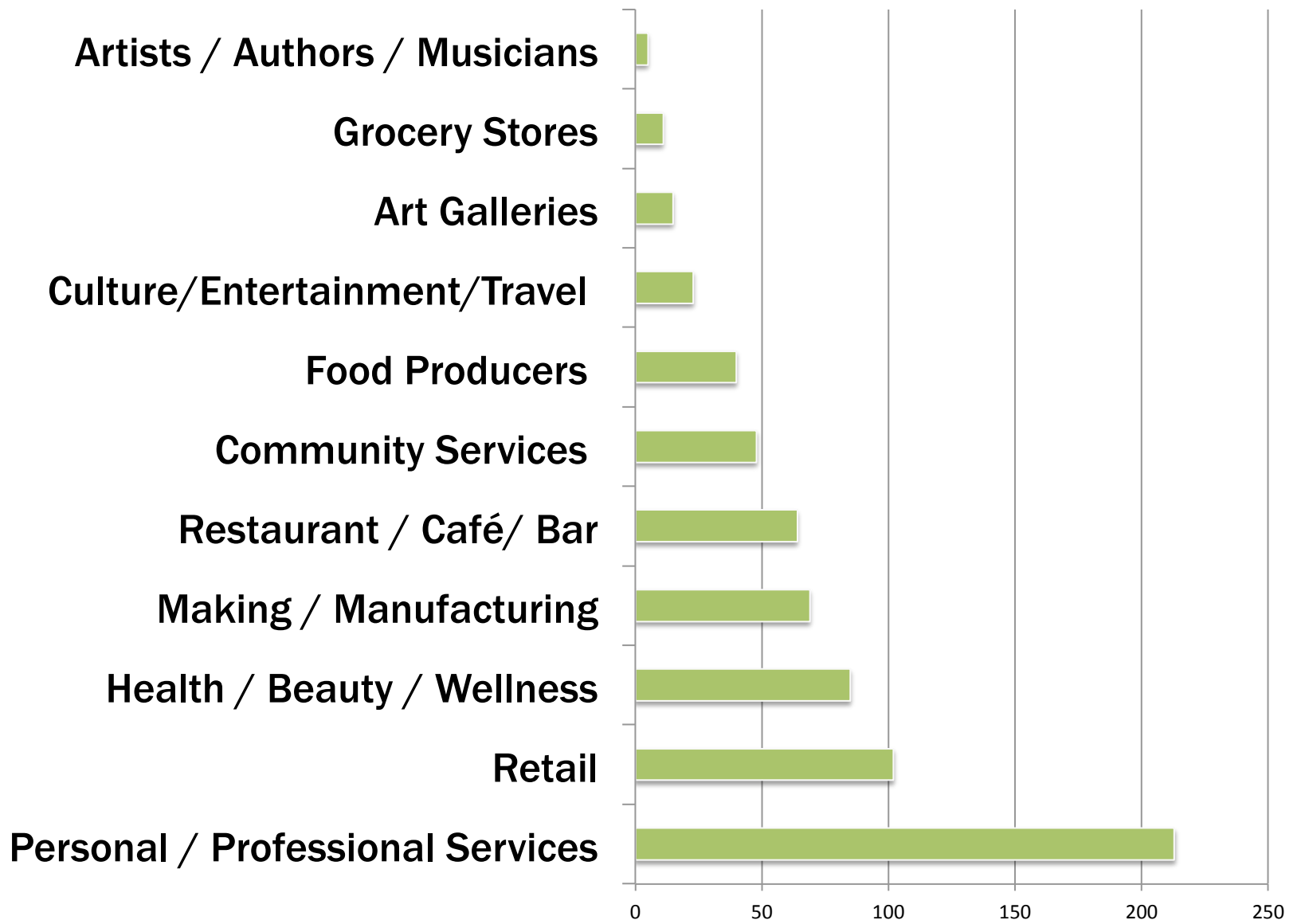
Data: Institute for Local Self-Reliance
Graphic: American Independent Business Alliance
Graph source file: amiba.net/buy-local-campaigns

Our Organization

**Non-Profit
Membership Based**



700 members



WebDesign
ComputerTechnology EstatePets CityTours
FinancialMedia
BuildingDesign Legal Real CleaningServices Event
Construction GraphicDesign Recycling Printing Consulting
Planning Environmental Automotive Video Marketing
Recreation
Photography

Clothing Florist Bikes
Music
Garden
Bookstore
Furniture Art
Jewelry
Supplies Framing Gifts
Home

Our Organization

Non-Profit

Membership Based

Volunteer > Staffing

Dues \$25+ per year

\$95/year most common

Events Revenue

Seeking Grants & Sponsorships

Building a Movement

**Well-Being
for All People
and the Planet...**

**200+ local networks
across North America (& beyond)**

Getting involved / Starting a group



erin@sustainablebusinessalliance.org