

Board Study, August 2015

## Local Dollars: Models for measuring, models for communicating

Just what kind of an impact is La Montañita having through its commitment to the local economy? How are others measuring those impacts, and how are they successfully communicating the power of the local dollar to their communities?

**Readings (*readings are linked to their online source and are available as PDFs in Basecamp*):**

Background information on the power of local dollars.

- Tricia Truit, Earth & Sky Cooperative Exchange: [Why the 'Local Multiplier Effect' Always Counts](#)
- American Independent Business Alliance: [The Multiplier Effect of Local Independent Businesses](#)

Some attempts at communicating this impact to the public:

- Oppenheimer and Long: [Working Together Toward Sustainable Business](#)
- Sustainable Connections: [Studies, Community, and Business Leaders Support Sustainable Connections' "Buy Local" Campaign \[pdf\]](#)
- Sustainable Connections: [Why Buy Locally Owned?](#)
- Civic Economics: [Indie Impact Study Series 2013: Albuquerque, NM \[pdf\]](#)
- Take a few minutes to explore the [Keep it Querque](#) website:  
*Keepitquerque.org [Online only, not in Basecamp!]*