

Local First Vermont

BUY LOCAL Coupon Book and Resource Guide

In 2010, 4,000 copies of the BUY LOCAL Coupon Book and Resource guide were produced. The book contained a directory of local businesses, advertisements, over 300 coupons and full-page stories about organizations buying locally. In addition, the book was also filled with facts and information about how buying locally helps cultivate vibrant, sustainable and healthy communities.

The 2010 BUY LOCAL book was featured in the Burlington Free Press, on WPTZ Channel 5 News, the Times Argus and Addison County Independent.

The 2011 book will be publicly available for purchase for \$10 each and will offer over \$2,300 in savings. Books are distributed by local retailers, restaurants and community organizations throughout Chittenden, Addison and Washington counties. 5,000 copies will be printed in September and coupons offered in the book are redeemable over the course of the full year (until September 2012). This year, VBSR and Local First Vermont members receive a discounted rate for advertising, marketing and offering coupons.



Staff from Pet Food Warehouse showing off the Coupon Book at their Williston Road location

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Activity	Cost for VBSR/LFVT Members	Cost for Non-Members
Single Item Prices		
Business Listing	\$50	\$60
1 Coupon	\$150	\$200
2 Coupons	\$290	\$340
3 Coupons (includes watermark)	\$425	\$475
1/3 Page Ad	\$325	\$375
Full Page Story	\$550	\$600
Package Deals		
1 Coupon + Directory Listing	\$175	\$225
1/3 Page Ad + Directory Listing	\$350	\$400
1 Coupon + 1/3 Page Ad	\$475	\$525
Story Page + 1 Coupon	\$625	\$675
Story Page + Directory Listing + 1/3 Page Ad	\$850	\$900
Story Page + 1 Coupon + Directory Listing + 1/3 Page Ad	\$975	\$1,025
Story Page + 3 Coupons + Directory Listing + 1/3 Page Ad	\$1,200	\$1,250
Special Packages		
Restaurant Package: Story Page + 2 Coupons	\$675	\$725
Retailer Package: 1/3 Page Ad + 3 Coupons	\$575	\$625

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Activity	Visibility	Cost
Single Item Prices		
Coupon Book Sponsor	<p>Inside cover business logo (listed under <i>Sponsors</i>).</p> <p>Business logo on Coupon Book website, electronic membership promotional email and promotional posters. A Directory Listing and a 1/3 page company advertisement or 2 coupons.</p>	\$2,000
ONE (Old North End) Section Sponsor	<p>Inside cover business logo (listed under <i>ONE Sponsors</i>).</p> <p>Business logo on Coupon Book website, electronic membership promotional email and promotional posters. A Directory Listing (In ONE Directory) and a 1/3 page company advertisement or 2 coupons.</p>	\$2,000
Friend Sponsor	<p>Inside cover business logo (listed under <i>Friends of Coupon Book</i>).</p> <p>Business logo on the Coupon Book website (under Friends of Coupon Book), 1 Coupon and a Directory Listing.</p>	\$340
Special Membership Deal (For Non-members)	<p>VBSR is a business association of members that recognize the responsibility of the business community to set a high standard for protecting the natural, human, and economic environments of our citizens. Details on membership benefits can be found at WWW.VBSR.ORG</p>	<p>Any company that spends over \$150 in advertising or coupons is eligible to become a VBSR member at a first-year rate of \$125.</p> <p>Membership dues are typically \$200 or \$500 depending on company size.</p>

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Directory Listing Page

Coupon Section Page

BUSINESS DIRECTORY 141

<p>Kens Pizza and Pub Local family Italian/American Restaurant. Established in 1973. 71 Church Street, Burlington, VT 05401 802-862-3335</p>	<p>Mountain Greens Market & Deli Your Bristol source for organic, local & all-natural gourmet food! 25 Mountain View Street, Bristol, Vermont 05443 802-453-6839 mountaingreensmarket@gmail.com</p>
<p>Magnolia Breakfast and Lunch Bistro A place for everyone serving breakfast and lunch with a twist. 1 Lawson Lane, Burlington, VT 05401 802-846-7446 info@magnoliabistro.com www.magnoliabistro.com</p>	<p>Natural Provisions 329 Harvest Lane Suite 100, Williston, VT 05495 802-876-1400 info@naturalprovisions.com www.naturalprovisions.com</p>
<p>Mama Mia's Pizzeria 570 Shelburne Road, South Burlington, VT 05403 802-864-6427 mamamiadirect@comcast.net www.mamamiadirect.com</p>	<p>New Moon Creative Saling and Authentic Espresso 150 Cherry Street, Burlington, VT 05401 802-383-1505 catering@newmoonvt.com www.newmoonvt.com</p>

<p>Happy Trails 61 Church Street Burlington, VT 05401 802-658-5233 jacob@happytrailsvt.com www.happytrailsvt.com</p>	<p>HAPPY TRAILS Your locally owned Life is good® Genuine Neighborhood Shop is dedicated to providing you with a complete Life is good® shopping experience, spreading optimism every day, and helping kids in need.</p> 	<p>25% OFF Daily 25% off your entire purchase. Offer Expires: 09/30/2011</p>
<p>Artisans Hand Gallery 89 Main St City Center Montpelier, VT 05602 802-229-9492 info@artisanshand.com</p>	<p>ARTISANS HAND GALLERY Traditional and contemporary crafts by 150 of Vermont's finest craftpeople featuring jewelry, ceramics, prints, wood, glass, wearable art, more... unique and treasurable gifts. A recognized Vermont State Craft Center.</p> 	<p>15% OFF 15% off all purchases over \$50. Offer Expires: 09/30/2011</p>
<p>The Shoe Horn 8 Langdon Street Montpelier, VT 05602 802-223-5454 thefoks@comcast.net</p>	<p>THE SHOE HORN Where Fashion Meets Comfort, from head to toe! Look and feel your best with our selection of your favorite clothing and shoe brands: Danskø, Eileen Fisher, Frye, Ikon Clothing, Keen, Merrell, Nasai and accessories!</p> 	<p>20% OFF Buy one item, includes Eileen Fisher, one per customer, cannot be combined. Offer Expires: 09/30/2011</p>

Story Page Section

Education Section with 1/3 Page Ad

LOCAL STORIES 142

MAGNOLIA BISTRO

Magnolia Bistro, serving up traditional breakfast and lunch with a twist. We work with over 30 Vermont farmers/vendors to bring you the freshest food with the smallest footprint. We are a place for everyone, with high quality meat, vegetarian and vegan options, but we are also so much more.

Vermont's First Certified Green restaurant we are proud to be doing everything we can to promote environmental and social responsibility. We strive to find ways to reduce our impact, from the 100% recycled paper the business plan was printed on, to the biodegradable paint stripper used during renovations, to the use of LEED certified carpet and everything else you can see or touch in the restaurant, we keep the environment in mind first and foremost.

We have been and continue to support and buy local whenever possible, feeding money back into Vermont's economy.

We spend time volunteering with schools, speaking with focus groups, supporting local artist and organizations within our community.

Moving forward we push for our long term goal of net 0% energy consumption.




Magnolia Bistro
1 Lawson Lane
Burlington, VT 05401
802-846-7446
magnoliabistro.com

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www.localfirstvermont.org

KEEP MONEY IN VERMONT: PART 1

Locally-owned businesses recycle a much larger share of their revenue back into the local economy, compared to chain stores; this enriches the whole community.

Numerous studies have proven this "multiplier effect."

See www.localfirstvermont.org for studies.



HOME ECOLOGY:
Your Green General Store.
Earth-friendly goods for home, garden, and on the go. You'll find kitchen gadgets, home décor, gourmet salts, bamboo clothing, natural body care, organic baby supplies, homesteading books, composters, food preservation, pet supplies, and many local fine crafts.

5247 Shelburne Road
Shelburne, Vermont 05482
802-881-0276
www.MyHomeEcology.com

