

Application for Membership

Business Name: _____

Business Type: _____

Contact Person: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____

Fax: (_____) _____

Email: _____

Website: _____

Membership Level (please check one):

Business Member* _____ \$60/year (\$30/ea for additional locations)

Business Free Listing* _____ No Charge

Individual Member _____ \$25/year

**Please answer the following questions:*

1. Is this business privately held? Yes _____ No _____
2. Is the business registered in the State of Michigan, with no corporate or national headquarters outside Jackson County? Yes _____ No _____
If no to question #2, Is the business a locally owned franchise? Yes _____ No _____
3. Can the business make independent decisions regarding the name and look of the business, as well as a majority of the business purchasing, practices, and distribution? Yes _____ No _____
4. Does the business pay all it's own rent, marketing expenses and other expenses without assistance from a corporate headquarters outside Jackson County? Yes _____ No _____
5. Does the business owner live in Jackson County and/or actively manage the business? Yes _____ No _____

*If you answered Yes to questions 1 through 5 (either part of #2), you are eligible to join **JXN Local First**. If you answered no to any question, you may still support our efforts as an **Individual Member**.*

Please make checks out to: **JXN Local First**
152 W. Michigan Ave.
Jackson, MI 49201

(Register online at www.JXNLocalFirst.com)

Paid Membership Benefits:

All **Business Members** will receive...

- An enhanced listing in the online directory including links to your website
- A page on our website to post photos, events, etc.
- The ability to interact directly with other Business Members through internal discussions, forums and blogs.
- Keywords for advanced Directory Searches
- Window Cling for your storefront
- Invitations and discounts to all **JXN Local First** events, programs and workshops
- Networking & Promotional opportunities

All **Individual Members** will receive...

- The ability to interact directly with other members
- Invitations and discounts to all **JXN Local First** events, programs and workshops

Advertising Sponsorships:

Along with the enhanced listing in the website directory and other benefits as listed above, Advertising Sponsorships are available to Business Members who wish to have a larger presence on the website.

Title Sponsor \$500/yr* Includes display ad on Home Page, Consumer Page & Directory Page of website (limit of 2 companies per year)

Supporter \$300/yr* Includes display ad on Directory Page of website (limit of 4 companies per year)

**Does not include \$60 membership fee*

Business Free Listing:

If you qualify as a local business (*see application questionnaire*), you are entitled to a **FREE Listing** in the online directory. Your listing will include your business name, address, phone number and category. Please submit the application to make sure your business is listed correctly.

Be a Member



JXN Local First is a non-profit organization designed to support and promote locally-owned businesses in Jackson County and to educate the public to the social and economic benefits of doing business local first.

JXN Local First Independent Business Alliance is a member of the American Independent Business Alliance (AMIBA)



The Goals of JXN Local First ...

- To promote locally owned businesses in Jackson County
- To foster better communication and cooperation among locally owned businesses
- To help locally owned businesses improve their operations
- To promote a better understanding of the social and economic benefits of doing business with local retailers, manufacturers and service providers
- To encourage local governments to set policies that are fair to all types of businesses

How you can help...

- Become a member of **JXN Local First**
- Look carefully at your own business practices to see where you can more fully invest in Jackson County
- Attend networking and training programs to help your business grow and profit
- Proudly advertise your support of the mission of **JXN Local First**

Where your money goes...

- To develop and host a website with a comprehensive directory of all locally owned businesses in Jackson County

www.jxnlocalfirst.com

- To develop educational and promotional materials and programs
- To run networking and training events for members
- To promote the members of **JXN Local First**



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Did you know?

- Local independents employ *more people per sale* than chain stores^{1,2}
- Local independents *pay more per hour* on average for their employees than chain stores^{3,4}
- Local independents give far *more to local charities* than chain stores⁵
- Local independents pay a higher percentage of *property and business taxes* per revenue than chain stores⁶
- Local independents receive *far fewer tax breaks* and incentives to do business in your community⁷
- Local independents *spend more* of their business expenses at other local businesses than chain stores^{8,9}
- Local independents are far *less likely to leave town* for “greener pastures”
- Local independents give the community it’s uniqueness, character, and sense of *civic pride*

There is a reason they are called “local” businesses. Local businesses are your neighbors, your family, your friends. They give Jackson it’s character. They provide living wage jobs, pay their fair share of taxes, get involved in community events, give to local charities and keep our economy growing. Local businesses make Jackson a great place to live. Support your local businesses. **Join JXN Local First!**

¹“Andersonville Study of Retail Economics”, *Civic Economics*, October 2004

²“San Francisco Retail Diversity Study”, *Civic Economics*, May 2007

³UC Berkeley Center for Labor Education and Research Study, 2007

⁴Center for Justice Study, August 2005

⁵“Wall-Mart and Social Capital” *American Journal of Agricultural Economics*, December 2006

⁶“Understanding the Fiscal Impacts of Land Use in Ohio” *Development Economics*, August 2004

⁷“Big Box Swindle”, Stacy Mitchell, 2006

⁸“Economic Impact Analysis: A Case Study” *Civic Economics*, December 2002

⁹“Understanding the Tax Base Consequences of Local Economic Development Programs”, RKG Associates, 2001