

Businesses hope 'Buy Local' campaign keeps money in Portland



Credit: SBN Portland

by Joe Smith

Posted on December 1, 2009 at 5:12 PM

Updated Wednesday, Dec 2 at 2:02 PM

PORTLAND, Ore. -- Local businesses are out to create their own local stimulus package. It's call [Buy Local](#). It's under way.

Dan Werle recently moved to Portland from Nashville. He's already found Portland likes to keep it local. It's why he's shopping this day at Local Goods on East Burnside for a birthday present for his father-in-law. He found just the right gift.

"It's a clock made from a recycled bicycle chain ring, it's made in Oregon" said Werle.

Tuesday is the kick off for a week long effort to help locally owned businesses to create their own stimulus package for the holidays.

Portland Mayor Sam Adams was on hand at Local Goods for the launch and said he wanted to "encourage Portlanders, Oregonians and Southwest Washingtonians to support their local economy."

The Buy Local campaign has a ripple effect beyond just buying at locally owned shops.

"If you spent \$100 at a national chain \$13 of that stays in our local economy," said Robyn Shanti, with the Sustainable Business Network of Portland. "If you spent that same \$100 with a locally-owned business, \$43 stays in the local economy."

Local Goods owner Polly Rask is happy to be in business in Portland. Her store, opened just a few months, is seeing an increase in business.

"I think, in order for me to succeed, I need to make sure my vendors succeed as well" she said.

There are some 350 locally owned businesses in the Portland's Sustainable business network. Their businesses got a boost from New Seasons this week. The company's ad flyer helped promote several businesses.

Stacy Canterbury is putting her money where she lives.

"I think we need to support each other," she said, adding, "times are tough."

New Seasons is offering an incentive to buy local. Those who shop at any five stores within their "buy local" flyer will be eligible for a \$500 shopping trip to New Seasons.