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## 2014 ABA Study Series Overview

### Goal

To provide communities with a baseline study that shows the percentage of revenue circulated by independently owned businesses within their boundaries. This is shown in contrast to national retailers to make a compelling economic argument for supporting locally owned businesses.

### Costs

The cost for each participating community is \$2000.00, which includes all fees and data costs.

### Project Responsibilities

#### Civic Economics

- Creating and housing the online survey.
  - We will provide each participating community a PDF of the survey that contains instructions for each question. This can be used to let businesses what they will need to provide in order to participate.
  - We have created a new online survey tool that allows us to share updates on participants in real time. This will help communities see which businesses need some follow up.
- Setting up a project website.
  - This website will look largely like the one we set up last year at <http://www.civiceconomics.com/indie-impact.html>
  - We will post all documents and graphics to this website for easy distribution.
- Distribute confidentiality clauses.
  - Civic Economics will only share the name of the participating companies. All other results will be kept confidential.
- Compiling the results.
  - Each community will have their specific results compared to national retailers both in the retail and restaurant category. (As long as enough surveys are completed in both categories.)
- Creating individual community and national reports.
  - Each participating community will get its own report to use and distribute. We will also create a national report, which will compile all the results into one larger report to show national trends. Examples of each are on the project website listed above.

#### Communities

- The largest responsibility for the community is recruiting the businesses to participate in the survey.



- The goal is to get at least 10 businesses to respond to the survey and there is no maximum.
- Based on past experience we are limiting the business participation to retailers (selling a physical good) or restaurants (either full or limited service).
- We need at least 3 from each category to compile results. So, seven retailers and three restaurants will work while nine retailers and two restaurants will limit results to retailers only.
- We will also need the participation of a local bookstore area in your area that is a member of the American Booksellers Association. If this is not possible please let me know as soon as possible.
- Distribution of results.
  - Each community is free to distribute the final report in any manner they choose. We are happy to help out with any media requests that may come with a press release.

### **Timeline**

The survey portion of the study is the largest variable. Our goal is to have results back to communities in time for the holiday season because we know that is a big time for many organizations to promote buying locally. We will begin as soon as the paid invoice is returned to our office. The survey portion will vary for each community but we anticipate this process taking 4-8 weeks. We promise to get results back to each participant and posted to the project website within two weeks after the survey portion is completed.

### **Next Steps**

If you have any questions let me know. My contact information is:

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If you are interested in proceeding let me know through the same contact information and we will get you an agreement via email and set up the survey portion for your community.