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## 2021 Indie Impact 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 \$2500.00, which includes all fees and data costs.

### Project Responsibilities

#### Civic Economics

- Creating and housing the online survey.
  - We will provide each participating community a link to 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 is easy for businesses to follow and provide their information.
- 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 and study comparing their independent businesses to national retailers both in the retail and restaurant category. (As long as enough surveys are completed in both categories.)

#### 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.
- 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**

We will begin the project as soon as the paid invoice is returned to our office. We will post the survey and businesses can start to fill them out.

The survey portion of the study is the largest variable. The length of the survey segment will vary for each community, but we anticipate this process taking 4-8 weeks. Our goal is to have results back to communities in timely manner and this should be no more than a week or two after we close the survey.

### **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 contact information listed above and we will get you an agreement via email and set up the survey portion for your community.