



## LIVE LOCAL BUSINESS ASSISTANCE REPORT

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### Outcomes Overview

Thanks to a CARES Act Grant from the City of Spokane, the Spokane Independent Metro Business Alliance (SIMBA) was able to formalize long standing local partnerships into a growing coalition to rapidly deploy a comprehensive community-driven “buy local” campaign to the public. This launch centered around developing a community platform on [www.livelocalinw.com](http://www.livelocalinw.com) with over 550 local independent businesses currently participating in this “digital Main Street” and over 450 unique products currently listed for sale in our “virtual marketplace.” This new community resource helps to provide local businesses with a low-barrier no-cost e-commerce option to help facilitate local commerce through and after the COVID-19 pandemic.



The success of the services offered and the wide reach and adoption among eligible businesses was made possible by deploying practiced grassroots tactics, such as a professional canvassing team, that made over 2,000 contacts with businesses all over the city through the

phone and masked and socially-distanced in person outreach. Of these direct live contacts roughly 75% were in person and 25% were follow-up calls. Our capacity was further extended by leveraging the reach and paid involvement of Live Local Coalition partners, which now include nine different business-serving organizations all seated in the City of Spokane.



In addition to the website and branding collateral (See Appendix: Exhibit A), the Live Local campaign was able to create photo and video assets (See Appendix: Exhibit B) of some of the most community-minded businesses, organizations, and people our city has to offer, systematically promoting them in print, digital, tv, and billboard advertisements (See Appendix: Exhibit C).

As our team captured photos of our business owners holding the campaign posters for mutual promotion efforts and visual representation of building a unified community in a time when people are not able to safely gather en masse. The impact of this campaign launch was further extended and capitalized on by a matching grant from GSI, funded with County CARES Act dollars, that was specific to additional marketing activities to boost locally-owned business revenue and sales tax earnings throughout the holiday season.

## Timely Innovations

### Live Local Online Marketplace

The Live Local Marketplace serves a vital role in helping our businesses today under the new state restrictions in several ways:

- Offered access to an alternative granting program that reached very small businesses with financial support, many of whom had not been able to navigate other opportunities in time to apply for them

- Consulting and business resources from experts to help businesses navigate challenges related to COVID-19
- High quality marketing and advertising support
- Building an enduring community of mutual support
- If storefronts are shut down, businesses can still get their full offerings in front of customers through their own online listings that are discoverable through our site
- Because this campaign played to the strengths of multi-ethnic business leaders and communities, about a third of the initial businesses enrolled on the platform were MEBs, an adoption rate far above and beyond their representation in the city - helping to fill a gap where this constituency had otherwise been at a structural disadvantage to receive support (lack of pre-existing banking relationships with SBA lenders, lack of MEB ownership density in heavily subsidized sectors of the economy such as hotels, etc.)

While many municipalities struggle to connect with businesses, we have built a coalition where businesses and organizations support and do outreach for one another. Through our virtual Main Street, customers can search by business and product, including by neighborhood and business owner affinity group, creating a value-added resource for many different stakeholders.

## Categories

**Retail** (Arts + Culture, Clothing + Shoes, Jewelry + Accessories, Health + Beauty, Food + Drink), **Restaurants** (American, Barbeque, Beer + Wine, Burgers, Bakery/Coffee, Chinese, Korean, Indian, Mexican + Latin American, Middle Eastern, Pizza + Italian, Sushi + Japanese, Thai, Vegan + Vegetarian, Vietnamese, Other), **Entertainment + Experiences**, and **Services/Other** (Health + Beauty, Fitness, Automotive, Home Improvement + Construction, Business Services, Other)

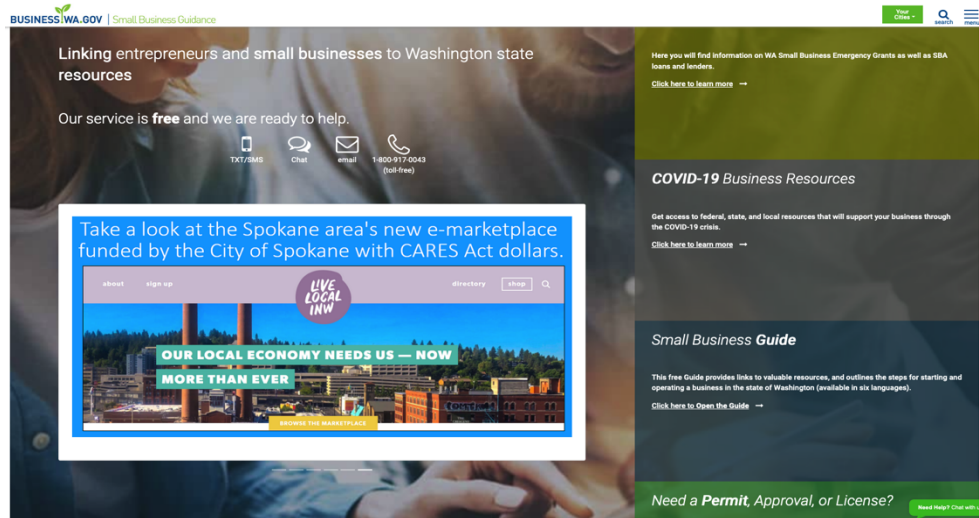
## Neighborhood

**North Monroe, Garland, Perry, 5th Ave, Hillyard, Sprague Union, Downtown, University District, Kendall Yards/West Central, and Other**

## Business Type/Affinity

**Multi-Ethnic Owned, Women Owned, Immigrant, LGBTQ Owned, Green, B-Corp, Non-Profit, and Veteran Owned**

Other municipalities across the state are looking to follow in Spokane's footsteps with Live Local and this campaign has also been highlighted by the Governor's office as a solution for these times.



*Our Live Local campaign was celebrated by the Governor's office and featured on the front page of business.wa.gov*

## Grant Extension Program

SIMBA's team and coalition was also able to create, launch and administer two micro-granting programs that put \$60,000 of products and services from local businesses and organizations into the hands of those groups impacted by COVID the most through community action grants, and another \$20,000 was invested in helping participating businesses and organizations engage in joint marketing activities with the campaign to further reach the Spokane community.

Additionally, 22 "Business Coaching Guides" were distributed through coalition partners to member businesses who were able to benefit from 2 hours each of one-on-one professional business consulting support after conducting a self-assessment with the guidance of a 35 page consultation assessment tool that was developed for this specific campaign.

We highlighted the work of these grants as a part of our virtual Live Local Small Business Saturday Summit on November 28th, 2020. The video of our livestream of the event is available here: <https://vimeo.com/485634429>

## Live Local Action Grants - \$60,000

*Using funds to pay businesses in need to help meet the unmet COVID-related needs of our community was a triple win. It directly benefited the target audience of businesses while also boosting the local organizations they partnered with to help reach neighbors in need, all while showing the broader public the positive ripple effects that are created by supporting local. This collective impact is a small part in building a more resilient community beyond the granting period. Even under the short timeline the response was overwhelming in creativity, heart and impact.*

<b>Business/Organization</b>	<b>Grant Purpose</b>	<b>Amount</b>
Treehouse Deliveries	Partnership with Spokane Immigrant Rights Coalition to feed low income immigrant families impacted by COVID and economic downturn.	<b>\$4,650</b>
Wanderlust Delicato	Catering two dinners at local homeless shelters for the holidays.	<b>\$1,500</b>
Heavenly Special Teas	Providing low-income families and elderly citizens in Hillyard with tea and food.	<b>\$1,500</b>
Compassionate Addiction Treatment	Purchasing basic needs like shoes, coats, and blankets from local stores for unhoused community members battling addiction.	<b>\$5,650</b>
Tamarack Public House	Dinners for low-income families to be distributed in partnership with Habitat for Humanity.	<b>\$3,000</b>
Local Legendz	Partnership with Worksource for connecting people looking for work as a result of COVID-related job loss with hair cuts.	<b>\$2,000</b>
Nyne Bar and Bistro	Holiday meals for LGBTQIA+ members and their families who are facing food insecurity.	<b>\$3,500</b>
Spokane Guild	Partnering with Big Table to feed hospitality employees and their family members who've been impacted by the pandemic at local restaurants.	<b>\$3,500</b>
The Health Hub	Therapeutic stress relief and wellness massages for front line healthcare workers.	<b>\$3,300</b>
Highland Springs Creatives	Baked goods and jams to be provided to people in recovery at Cup of Cool Water.	<b>\$2,000</b>
Atomic Threads Clothing Boutique	Purchase basic needs like clothing and warm winter wear to be donated to Odyssey Youth Movement and at risk LGBTQIA+ youth.	<b>\$3,000</b>
Made with Love	Treat boxes to be provided to neighbors in need through the West Central Community Center.	<b>\$3,600</b>
Audubon Downriver Neighborhood Council	Supplies purchased from local Spokane businesses to start urban farms to keep families fed through Growing Neighbors.	<b>\$4,300</b>
Share Farm	JAKT Foundation will facilitate weekly food boxes to some of the most impacted families in Spokane.	<b>\$3,650</b>
Angus Meats	Donations of protein bundles to 2nd Harvest.	<b>\$2,400</b>

Hidden Mother Brewery	Partnering with Generation Alive to feed volunteers who packed boxes of food for households in need with 2nd Harvest.	<b>\$2,250</b>
Sayla-Tec	Partnering with AHANA and East Central Community Center to cater Thanksgiving and Christmas meals to go from Fresh Soul, a local MEB.	<b>\$3,000</b>
Meeting House	Meal kits for people impacted by domestic violence to be distributed in partnership with YWCA through local shelters.	<b>\$3,000</b>
Revival Tea Company	Partnering with 2nd Harvest to provide food to students at Ferris High School who have been displaced from accessing other resources due to COVID.	<b>\$4,200</b>

### Live Local Marketing Grants - \$20,000

*Our marketing grants were designed to prime the pump on activating key messengers to lead on the call to “Live Local,” and to get them to use their creativity to integrate this message into their own ongoing marketing outreach. By incentivizing businesses to carry the message to the community and “own the brand,” we anticipate impacts and longevity of capacity that will continue long beyond the short-term granting period.*

<b>Business/Organization</b>	<b>Grant Purpose</b>	<b>Amount</b>
Northwest Museum of Arts and Culture	Marketing materials and print ads for COVID-safe events for the holidays.	<b>\$2,250</b>
The Grain Shed	Digital marketing highlighting local food vendors.	<b>\$2,000</b>
Bottle Bay Brewing Company	Purchasing merchandise and marketing materials.	<b>\$3,000</b>
Meeting House	Funds to pivot the business for online delivery with Treehouse and digital marketing to promote.	<b>\$2,500</b>
Creative Catch Studios	Sprague Union District contest, print marketing materials, and digital advertising.	<b>\$3,000</b>
Roaming Roots Woodworks	Digital marketing and creation of special offerings for Live Local Marketplace.	<b>\$1,000</b>
Inland Northwest Business Alliance	Digital and print marketing to promote their member organizations.	<b>\$1,000</b>
Mountain Lakes Brewing	Assistance in packaging beer to go and marketing	<b>\$1,125</b>



Company	holiday offerings to keep brewery afloat.	
Angus Meats	Purchasing radio ads for the holidays	<b>\$1,200</b>
New Moon Art Gallery	Partnering with Hidden Mother for live streamed events promoting local artists.	<b>\$1,500</b>
Tamarack Public House	Purchasing digital and print ads.	<b>\$1,450</b>

## Lessons Learned

The most important and clear lesson learned from this campaign is demonstrating the power of community. Together, local leaders from multiple specialties came together to build something we can be proud of through the Live Local website and campaign on challenging timeframes. Where other municipalities and organizations struggle to get their grant funds to where it is the most needed, we had the relationships and understanding of the need and were able to get diverse applicants to apply and be awarded funds that will truly make a difference.

- Relationships are key to awarding effective grants to communities and organizations that are too often left out of the process.
- Businesses want grants not loans, and customers not grants. Making the grant into a “customer” was an effective and culturally appropriate method for delivering aid.
- Convening business organizations that have been thus far underutilized is key to building a resilient community anchored in local commerce.
- Sometimes the morale conferred by a sale through a new venue is more valuable to a business owner than the dollar amount of the sale itself in terms of bringing hope to businesses who have felt demoralized at options only ‘being taken’ from them. The ability to proactively participate in a new initiative, and then see sales come in from that effort in a short period of time conferred a lot of hope to many participants. It showed them that adaptation to COVID limitations is possible. Some sold new products for the very first time in this forum.
- Retail businesses were early and eager adopters and represent the bulk of the marketplace offerings because while many have ecommerce platforms up they often struggle to drive traffic to their sites when competing with online giants. Business owners were excited to utilize a platform that drove business to their sites, without taking a cut of the profits.

## More to Do...

We've identified four key areas of additional work or ongoing efforts that weren't completed during this period funded by the grant.

### Live Local Dollars

As we weren't granted funding to develop and launch the Live Local Dollars program along with this campaign, we were unable to offer consumers the option of purchasing Live Local Gift Cards, which was a request we received repeatedly from users of the site who didn't want to make choices for the person they were purchasing the gift card for. This infrastructure would have also created another hyper-targeted and strategic way to rapidly invest resources into our local economy with the aid dollars available this year. We could have budgeted for a certain number of Live Local Gift Cards for partners to use in the Mini-Grant we offered. Community partners also expressed interest in investing in such a network-wide "portable" product. The program would have developed community capacity and created economic development potential for years to come through the long recovery that is anticipated in the wake of the pandemic.

### Additional Website Development

Much work remains in helping to get more businesses onto LiveLocalINW.com and assisting them with their own websites and digital payment processing systems. There is a need to hire additional staff to help small businesses with photos and logos to make their products more visible to community members while in-person shopping is facing restrictions. We have also identified needs to continue to work on and improve the website's useability and functionality.

### Second Round of Action Grants

The need for more Action and Marketing grants than we were able to award was especially obvious. We were inspired by the creativity of the community to find ways to purchase from our businesses the very things needed by the most vulnerable in our community, and by doing so multiplying the impact of the CARES Act funds locally. With more resources and time this would be a strategy worthy of additional investment due to the triplicate impact of the way funds were leveraged for use.

It's also worth noting that we live in a regional economy where half of the businesses and most of the residents are outside of the city limits. We saw a lot of demand for our services outside of the City of Spokane. Ideally, other local municipalities and the County would see the value of investing in a truly resilient regional economy in this time through this campaign.



## Collateral Distribution

The Live Local INW collateral (See Appendix: Exhibit A) is being distributed to our partner businesses, organizations, and the general public as part of an ongoing effort to be utilized by the end of the year. Roughly 10% has already been handed out to almost 200 locations with a goal of over 500 locations being stocked and restocked by the end of the year.

**3,500 Buttons and 11,350 Stickers** - utilized by employees of our businesses and organizations, as well as promotional efforts for the general public.

**500 Posters** - proudly displayed in partner business and organization locations.

**600 Canvas Bags** - will be used for ongoing promotions with the general public.

**15,250 Live Local Business Promotional Flyers** - utilized by Live Local partners to reach out to potential partners to join the community.

**34,420 Live Local Consumer Handout Flyers** - utilized by businesses and organizations to give to customers and the general public to encourage use of the [livelocalinw.com](https://www.livelocalinw.com) website, social media, and hashtag.

## What They Said

The Live Local INW campaign efforts have been highlighted on social media through the **@livelocalinw** Facebook, Twitter, and Instagram accounts and through our partners and the broader public through the **#livelocalinw** hashtag. We've also had a broad range of earned media coverage through TV, radio, and print (Exhibit F). In addition to social and earned media, we've shared the work of the Live Local campaign partners through a [campaign newsletter](#), a series of "What is Live Local?" online orientation events, a Poster Pick-up Party hosted outside of The Scoop in Kendall Yards, a Live Local Launch Press Conference at the Saranac Commons - <https://vimeo.com/485776726>, and through a recent virtual wrap-up event, our virtual Live Local Small Business Saturday Summit - <https://vimeo.com/485634429>.

## We Found That

- Restaurants exhausted by chasing ever changing regulations were grateful to have a way to reach potential customers.
- Retail stores were eager to get posters and stickers in the window, and felt pride in coming together.
- Local cottage industry businesses were grateful to have an alternative to the markets that have been shut down due to concerns around COVID-19.

## Partner Quotes

“Live Local INW has been a great campaign for our Garland Businesses. They not only have offered opportunities to provide an online presence for our businesses, but they have also provided educational resources to help keep them afloat during these challenging times. They have been hands-on collaborators and not just a grant facilitator. SIMBA and the Live Local campaign team have worked tirelessly to reach out to small businesses to problem solve and strategize to keep partners open.”

*-Julie Shephard Hall, Garland Business District*

“...even though these [Marketing Grants] are technically micro loans they are ENORMOUS to tiny businesses like ours.”

*-Dave Basaraba, Mountain Lakes Brewing*

“I can’t tell you how OVERJOYED I am that Big Table will have such a BIG gift to distribute! I can’t wait to cover it on social media and hope to pair the initiative with a fundraiser for Big Table, too! Thank you for making my whole YEAR! There isn’t anything better than being able to give when it’s so dearly needed.

*-Erin Peterson, Spokane Guild*

“I just want to thank you for partnering with AHANA and ASAP in the Live Local Campaign, for the payments and for your kind note. I am looking forward to attending today’s meeting to learn what is new about the next stage of this exciting campaign that we are so honored to be a part of.”

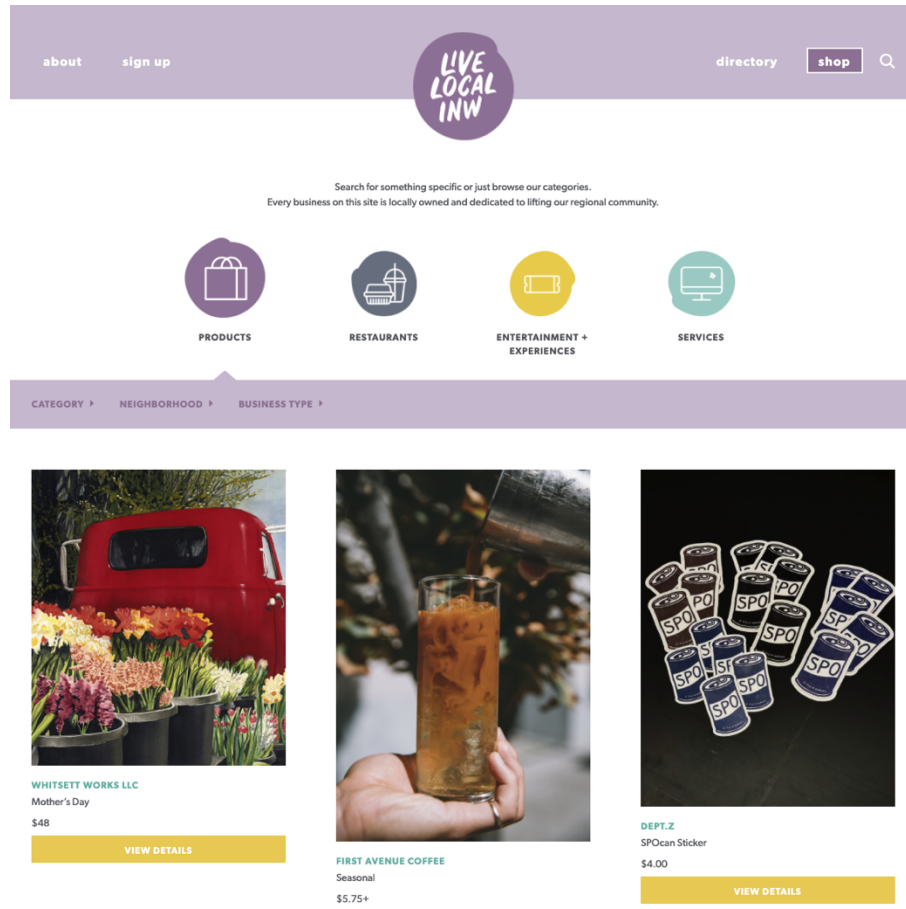
*-Maria Lucia Gutierrez, Principal of ASAP Translation Services, AHANA Board Member*

“In early 2020, many of our members did not have e-commerce or in some cases a web presence at all. With ‘Stay Home, Stay Healthy,’ our businesses needed nothing short of a local answer to Amazon - that’s a pretty tall order, but I feel like that is what Live Local INW put major effort and quick action behind creating. What this coalition has accomplished in such a short amount of time is a herculean feat for the benefit of our local economy. Our shops and independent creators have a new lifeline to a growing and dedicated customer base, and with the unknowns ahead, that means the world.”

*-Megan Kennedy, Monroe Business District*

## APPENDIX

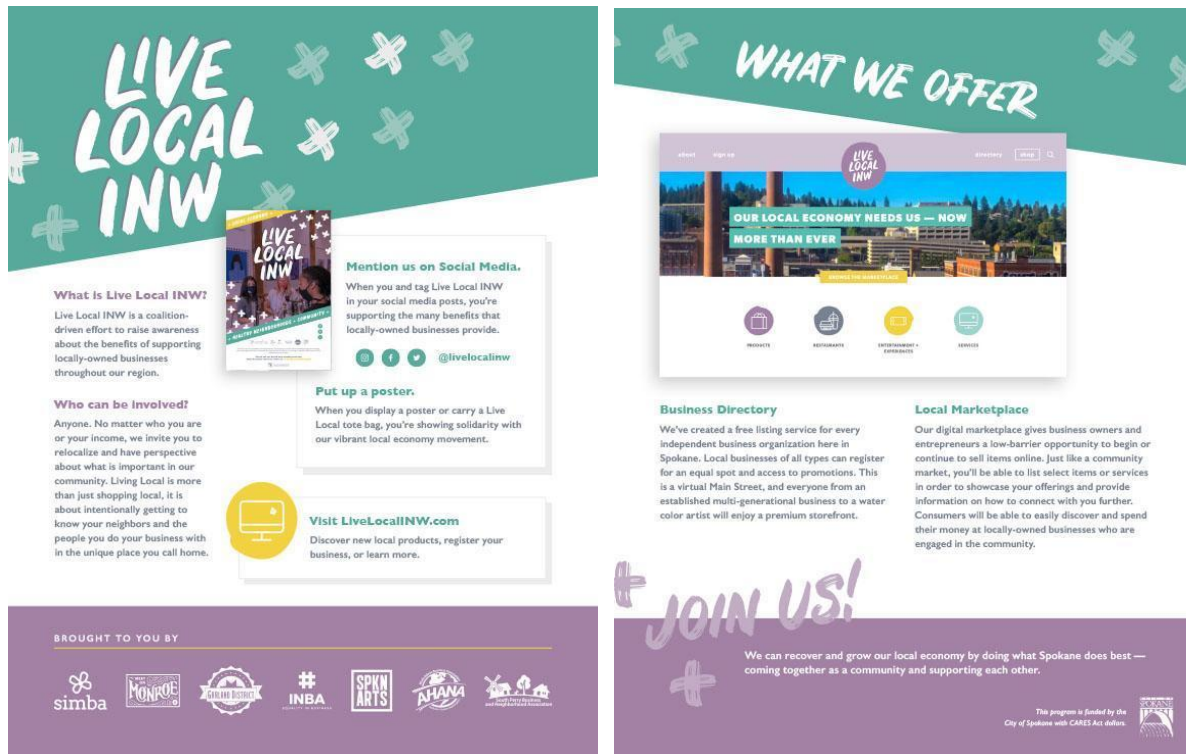
### Exhibit A - Website and Branding Collateral



Website: [livelocalinw.com](http://livelocalinw.com)



Live Local Stickers and Buttons



Live Local Business Promotional Flyer



Live Local Consumer Educational Handout





*Live Local Canvas Tote*



*Live Local Fall 2020 Campaign Poster*

## Exhibit B - Photos and Video



*Small Sample of 2020 Poster Petition Drive of Spokane Businesses*

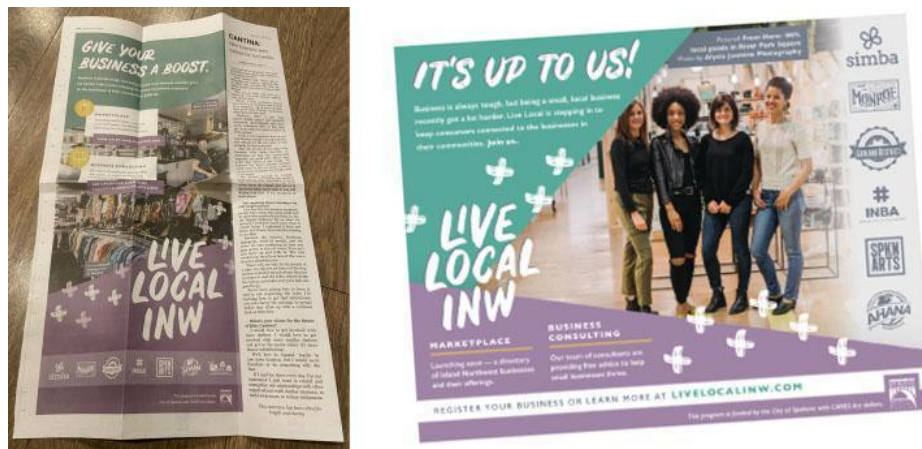


## Exhibit C - Print and Digital Ads

Businesses were selected to highlight a diversity of ownership and in partnership with the neighborhood business districts, and were placed in a variety of media outlets from the Inlander to KXLY to Black Lens News. Below is a sample of some of the ads that were placed as a result of the CARES Act funds.



*Inlander Print Ads*



*Spokane Journal of Business Print Ads*



Spokesman-Review Print and Digital Ads



Black Lens Print Ads



Fig Tree Print Ads



## Exhibit D - Grants in Action

While the bulk of the grants awarded are yet to be fully deployed, we've already seen immediate implementation with AHANA and Fresh Soul feeding 100 people for Thanksgiving, an innovative marketing promotion contest highlighting businesses in the Sprague Union District, and to provide food and clothing being provided to LGBTQIA+ youth.



Erin Michelle ▸ Spokane Guild Foodies  
November 27 at 9:20 PM · 🌐

We need more of this, less of the rest. Proud of our community! #livelocalinw



KXLY.COM

'It means the world to me': Fresh Soul serves 100 free Thanksgiving meals - KXLY

👍👍👍 Kitty Klitzke, Luke Baumgarten and 267 others

8 Comments 10 Shares



Creative Catch Studio  
November 28 at 10:05 AM · 🌐

PHOTO CONTEST! Join us at Creative Catch Studio and other participating businesses this holiday season for a chance to win a \$1,000 shopping spree sponsored by Live Local INW at participating locations in the Sprague Union District.

SNAP a photo of your favorite holiday shopping tradition in Spokane and SHARE with some peeps in the comments below this post! Make sure to read the "how tos" below to qualify your entry.

#### HOW TO PLAY:

1. Take a photo showcasing your favorite holiday shopping tradition in Spokane.
2. Find "Creative Catch Studio" on Facebook (you can LIKE US too).
3. Go to and "LIKE" the pinned contest post on our page.
4. Post your photo with a description in the comment section of contest post.
5. Tag @LiveLocalINW in your comment.
6. Tag any local businesses that are part of your posted tradition to share the love.
7. Vote for your favorite holiday shopping tradition photos by liking and sharing. (Vote for as many as you like!)

#### HOW TO WIN:

- Multiple entries are possible. Must be 18 years old to win.
- Contest ends on December 19, 2020
- Winner will be chosen from qualifying posts. Preference will be given to posts with most likes and shares.
- Winner will be announced on December 21st, 2020 via a page post on Creative Catch Studio's Facebook page. Winner will be tagged on the post.

#### WHAT YOU WIN:

- 👉 A \$1,000 Shopping spree to participating Sprague Union District businesses.

For more info on contest details, go to: <https://marketing.thecreativecatch.com/photo-contest>

Thank you to community partners like the **Live Local** campaign who funded 139 meals prepared by Nyne and delivered by volunteers! #ivelocalinw




Thank you to those who make our weekly basic needs deliveries possible in the form of donations, volunteer drivers, and lovingly putting together care packages.

**Mountain Lakes Brewing Company** 1h · 🌐

We want to give a HUGE shout-out to **Live Local** and thank them for the Marketing Grant they awarded us, and for having Dave on their Small Business... [See More](#)




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SATURDAY AT 4 PM PST – 6 PM PST

## MAC Ho-ho-holiday Celebration

The Northwest Museum of Arts & Culture

Sat, Nov 28 Sat, Dec 5 Sat, Dec 12 +2

About Discussion

★ Interested ▾

✉ Invite

➦

⋮

### Details

👤 45 people responded



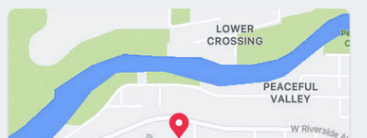
🕒 Saturday at 4 PM PST – 6 PM PST  
25–41°F Partly Cloudy

📍 The Northwest Museum of Arts & Culture

🌐 Public · Hosted by The Northwest Museum of Arts & Culture

### Tickets

🔍 Find Tickets



Kick off the season with a holiday celebration at the MAC!

The campus and historic Campbell House will be lit with festive lights and we'll provide some arts and culture-style activities (all outdoors) including a chance to view a vintage Crescent Department Store window display and enjoy a scavenger hunt, watch the Campbell's cook, Hulda, prepare for the holidays and show off the decorated house via video, and leave with one of Hulda's pre-packaged sugar cookies. The museum store will also be open for holiday shopping.

Register in advance to support social distancing. Suggested donation \$5.

Repeated every Saturday from 4-6 pm through December.

Support provided by **Live Local**  
**Ten Capital Wealth Advisors**



### The Northwest Museum of Arts & Culture

2316 W 1st Ave, Spokane

The Museum aims to be the cultural hub of the Pacific Northwest by engaging the community and visitors through history, ... [See More](#)

Go With Friends

[See All](#)

## Exhibit E - Earned Media

09/09/2020 - **Area business organizations receive CARES Act funding to launch Live Local campaign**

<https://www.spokesman.com/stories/2020/sep/09/area-business-organizations-receive-cares-act-fund/>

10/09/2020 - **'Live Local INW' campaign to help showcase Spokane small businesses**

<https://www.kxly.com/live-local-inw-campaign-to-help-showcase-spokane-small-businesses/>

10/10/2020 - **'Live Local INW' campaign to help showcase Spokane small businesses**

<https://www.alltopnews.info/2020/10/10/live-local-inw-campaign-to-help-showcase-spokane-small-businesses/>

10/13/2020 - **Live Local Inland Northwest launches directory, online marketplace for area businesses**

<https://www.spokesman.com/stories/2020/oct/13/live-local-inland-northwest-launches-directory-onl/>

10/13/2020 - **400 local businesses featured on website to help them survive**

<https://www.kxly.com/400-businesses-featured-on-website-to-help-them-survive/>

10/20/2020 - **"Live Local" Aims To Build Support For Spokane Businesses**

<https://www.spokanepublicradio.org/post/live-local-aims-build-support-spokane-businesses#stream/0>

11/01/2020 - **Small businesses connect to create more equitable, resilient economy**

<https://www.thefigtree.org/nov20/110120simbamckay.html>

11/06/2020 - **Nonprofits, business organizations nab additional COVID-19 funds in Spokane**

<https://www.spokesman.com/stories/2020/nov/05/nonprofits-business-organizations-nab-additional-c/>

11/11/2020 - **Live Local Coalition partners launch grants for area businesses**

<https://www.spokesman.com/stories/2020/nov/11/live-local-coalition-partners-launch-small-businesses/>

11/18/2020 - **How to safely support local businesses this holiday season**

<https://btb.inlander.com/2020/11/18/the-power-of-buying-local/>

11/22/2020 - **How you can safely save local businesses in Spokane this holiday season**

<https://www.spokesman.com/stories/2020/nov/22/local-businesses-brace-for-a-dramatically-different/>

11/26/2020 - **Fresh Soul Restaurant feeding 100 people on Thanksgiving**

[https://www.khq.com/news/fresh-soul-restaurant-feeding-100-people-on-thanksgiving/article\\_bc00e3f8-2ffe-11eb-bec2-9b7909450df1.html](https://www.khq.com/news/fresh-soul-restaurant-feeding-100-people-on-thanksgiving/article_bc00e3f8-2ffe-11eb-bec2-9b7909450df1.html)

11/26/2020 - **'It means the world to me': Fresh Soul serves 100 free Thanksgiving meals**

<https://www.kxly.com/it-means-the-world-to-me-fresh-soul-serves-100-free-thanksgiving-meals/>

11/27/2020 - **How to celebrate Small Business Saturday in the Inland Northwest**

<https://www.kxly.com/how-to-celebrate-small-business-saturday-in-the-inland-northwest/>