



LOYAL 2 LOCAL
5th ANNUAL PRESENTATION

WEDNESDAY, MAY 25, 2022

Our Purpose & Mission

Purpose: Loyal 2 Local exists to spearhead the support and collaboration of all businesses in our community, including and not limited to retail, service and business-to-business.

Mission: The mission of Loyal 2 Local is to create a culture and educate individuals on the importance of what being a Loyal 2 Local businesses does for our community.

Why?



Local Businesses

- Enhance the tax base
- Contribute to non-profits, youth activities, fundraisers, community projects
- Create community gathering places
- Provide unique experiences
- Add to the character of our community
- Offer expertise and the option to see/try an item before purchase
- Invest profits in our community
- Support jobs that employ our citizens





Loyal 2 Local Exists To...

- Counter the “there’s no where to shop” comments
- Raise awareness of local options
- Help consumers understand that where they spend their dollars REALLY matters
- Retain and grow our small business community by supporting the options we have
- Foster a culture of small business support

How do we respond when people say, “there’s no where to shop here”?



Over 100 L2L Participants

41 Lumber
906 Quilting Services
Ameriprise-Insight Wealth Solutions
Aurora Liquors
Bellin Health
Bianco's Fitness Center
Bigfoots Riverside Liquor LLC
Bijou Lovely
Bimbo's
Boss Snowplow/Toro Co.
Breitung Township
Brick+Mortar
Bublioni Collision Center
Campioni's True Value
Carey Contracting
Champion Inc.
Chris Hanley Agency - State Farm Insurance
City of Iron Mountain
City of Kingsford
CJ Graphics
Cloots and Swanson Supplies
Comfort Inn
Computer Connection U.P./U.P. Logon
Contrast Coffee Co.
Crispigna's Italian Market
Culver's of Iron Mountain
CWRK Collective
Danielson Insurance
Dickinson Area Chamber of Commerce
Dickinson Area Community Foundation

Dickinson Conservation District
Dickinson County
Dickinson County Healthcare System
Echo Boutique
Edelweiss Coffee
Edward Jones
Edwards Automotive
Erickson Jewelers
Erickson Rochon & Nash
Eureka Tire
Fireplace North and Spa
First Bank
First National Bank & Trust
Florence County Economic Development
Ford Airport
Friends of the Braumart Theatre
Full Moon Rising
G. Brooks Electric
Gallery of Floors
Great North Bank
Hardcore Outfitters
Holiday Inn Express
Hometowne Building Supply
Incredible Bank
Iron Mountain Animal Hospital
Iron Mountain Automotive
Iron Mountain DDA
Iron Mountain Kingsford Community Federal CU
Iron Mountain Powersports
Izzy B Boutique

Jacobs Funeral Home
Jake's R&R Tires
John Fornetti Dental Center
Jon Lasater State Farm Agency
Kingsford Self-Serve
Kingsley North, Inc.
Kleiman Pump & Well Drilling
Trident Maritime Systems
Larson's Greenhouse
Leeds Real Estate
Linnea & Kristine
Mande Insurance & Investment Solutions
Mark's Auto Sales
McKernan Culligan
Midwest Mini Storage & Movers
Midwest Snow & Lawn Care
MJ Electric
Moose Jackson Café
NeuCup Coffee
Northern Carpets
Northern Interstate Bank, N.A.
Northern Lights YMCA
Northern R.V. Center, Inc.
Norway DDA
Norway Eye Care
Norway Springs
Office Planning Group
O.M.GIGI Boutique
Orbit Technology
Paul Fornetti Dentistry

Pine Mountain Ski & Golf
Range Bank
Recreation Lanes
Redline Sport & Marine
Rize U.P.
Rudy's Body Shop/Huotari Auto Body
Signature Design
Sikora Sheet Metal-Heating, Plumbing & A/C
Slumberland Furniture
St. George Glass & Window
Step Ahead
Stephens Real Estate
Super One Foods
Swedish Passport
Systems Control
Tadych's Marketplace Foods
TDS Pharmacy/The Drug Store
The Dance/Parkour Academy
The Good Earth Salon
Tourism Association of the Dickinson County Area
Town and Country Sales
U.P. Pawn LLC
U.P. State Bank
Westman Precision Firearms, LLC
Wild Rivers Realty
WIMK/WZNL Radio
WJMN Local 3 TV
WJNR/WHTO/WOBE
Woodlands Motel



1,730 Business Establishments in Dickinson County

Employee Count	Establishments	% of Total Establishments
50 +	51	3%
11-49	226	13%
0-10	1,453	84%



Source: GIS Planning/Zoom Prospector May 2022

Local Businesses Generate Economic Activity

For every \$100 spent locally, \$68 of it stays in the community

- Those dollars continue to circulate in our economy, benefiting all

If \$100 is spent in another town or with a non-local online retailer...

- That \$100 is gone, FOREVER



UBS Expects 50,000 Store Closures in the U.S. Over the Next 5 Years

cnbc.com 4/13/2022

Major Retailers that Closed in 2022 (Or Are Closing Lots of Locations)

Offers.com 3/2/2022

Sick Stores: These Are the Retail Chains That Are Dying Off Fastest

Moneywise.com 1/12/2022

Big Companies Closing Stores Across America

4/21/2022

...Closures - Bankruptcy - Retail Apocalypse...

But wait, is there an opportunity?



YES! Shopping vs Buying

Shopping

Experience-based, complex, fills an emotional need or want

Buying

Customers motivated to complete a straightforward, unemotional task

Source: 10 No-Holds-Barred Predictions For Retail In 2022 1/21/2022 by Steve Dennis



How Loyal 2 Local Works

Each participant contributes \$250 annually.

Pooled funds are utilized to market to the community and share messages reminding them to shop local first.

Marketing materials are included with the annual fee. Additional items available for purchase.

100 participating businesses = \$25,000 marketing budget

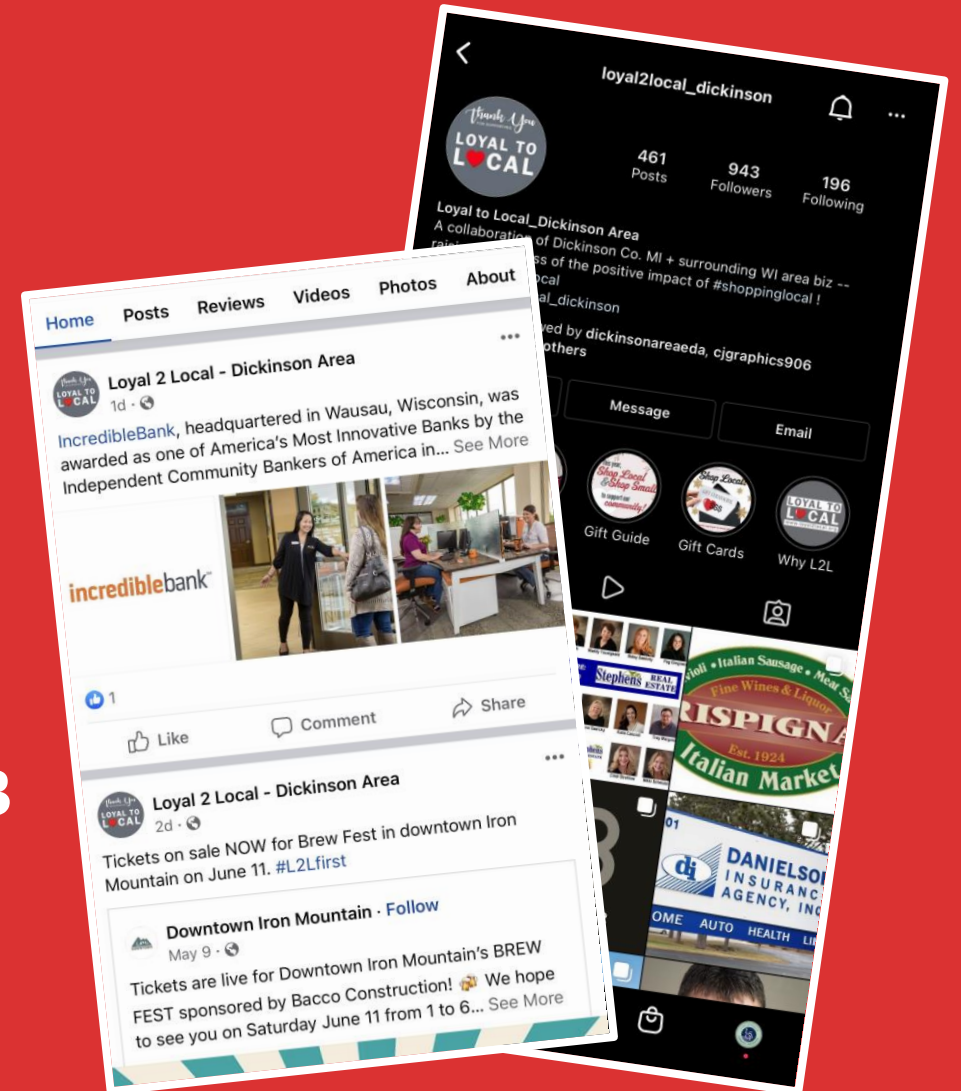


Actions in 2021-2022

Participants - 119

Participant Profiles

- 30 Businesses Highlighted
- Expanded effort in 2022-2023



Actions in 2021-2022

LOYAL 2 L♥CAL SOCIAL MEDIA STATS

A LOOK AT HOW WE'VE GROWN SINCE 2019



facebook

	LIKES	FOLLOWERS
2019	980	998
2020	1,695	1,759
2021	2,134	2,160
2022	2,200	2,252

FOLLOWERS

2019	313
2020	529
2021	838
2022	930



Instagram

LOYAL 2
L♥CAL

Actions in 2021-2022

Bulk Gift Card Program

- \$37,000 purchased in 2021

Consumer Focused Signage

- 675 Love Where You Live signs distributed
- 2,000 stickers distributed

Marketing Budget

- \$33,000



Loyal to Local - Year 4

April 30, 2022

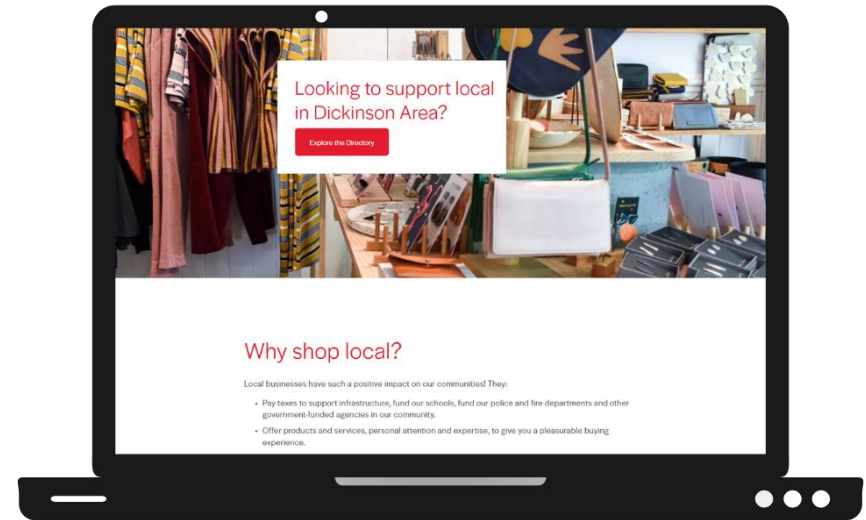
Revenue:	Actual
Loyal to Local Pledges (\$250)	\$ 32,100.00
Outstanding receivables	2,625.00
In kind support	750.00
Flags	300.00
Credit on purchase of flags	(150.00)
Hardware	29.00
Yard sign & stakes	20.00
Stickers	40.00
Total Revenue:	\$ 33,089.00
Expenses:	
Promotional materials	2,285.75
Radio - WJNR, WIMK, WZNL	5,418.83
In kind support	750.00
Video & social media	9,043.98
Website	1,884.26
Prizes	700.00
Credit card fees	22.33
Postage	57.63
Year 3 overage	396.63
Total Expense:	\$ 20,559.41
EXCESS REVENUE/(EXPENSES)	\$ 12,529.59



Bennett Media Group – Website Preview

WWW.LOYAL2LOCAL.ORG

- Now stand-alone site
- New Directory feature
- Search
- Sign ups
- Credit card payments



How To Renew Your Participation or Sign Up As A New Participant

Visit Loyal2Local.org

Choose: Join the Community

Complete the form

- Includes business profile information

Choose materials options

Payment methods

- Pay online with credit card; Automatic renewal option
- Mail a check to: L2L/DAEDA PO Box 594 Iron Mountain

\$250/annually

- All funds go directly to marketing; no administrative costs



What's Next?

Current Participants:

Reminder invoice in early June directing you to the website.

Prospective Participants:

Sign up at loyal2local.org

Encourage others to join!

July 7 – Out to Lunch Concert

Please plan to join us for swag giveaways, prizes, music and food vendors.

Social Media – How can you help?

Comment, Like, Share, Follow our posts

Tag us @loyal2local_dickinsonarea when posting

Use hashtag #L2Lfirst in every post

Thank You!

Special appreciation to the Planning Committee Members who help guide the program!

Shana Thompson-Hegy (chair), Danielson Insurance

Sherri Erickson, Erickson Jewelers

Nicole Lutz, C.J. Graphics

Carol Quandt, 41 Lumber

Kevin Hanson, Office Planning Group

Pete Tomassoni, Recreation Lanes

Julia Barglind, O.M.GiGi Boutique

Kathrine Trempe, The Dance Academy/The Parkour Academy

Brooke Marchetti, The Drug Store/TDS Pharmacy



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