



Local Economy Speaker Series

Transition Towns US

May 24, 2012

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Partner, Livability Project





Today's Agenda

- Introduction
- Dave & Kelley,
- Local Economy Centers
- Bethesda Green
- Share Exchange
- Q & A





Background

Dave Feldman

- Lifelong Environmentalist
- Entrepreneur
- Economic Development
 - Consul, UK Trade & Investment
 - Incubation

Kelley Rajala

- Environmental Studies/Urban Planning
- Sales & Marketing
- Entrepreneur
- Midwest Permaculture
- Transition Town Training
- BALLE – Local Living Economies

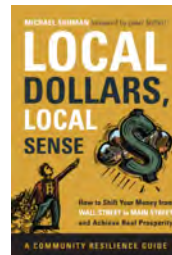




Local Economy Centers



Places across the country that are epicenters of emerging leadership and action in economic localization. For now, we are identifying these places as physical brick-and-mortar places that incubate and showcase local solutions for better and smarter living.



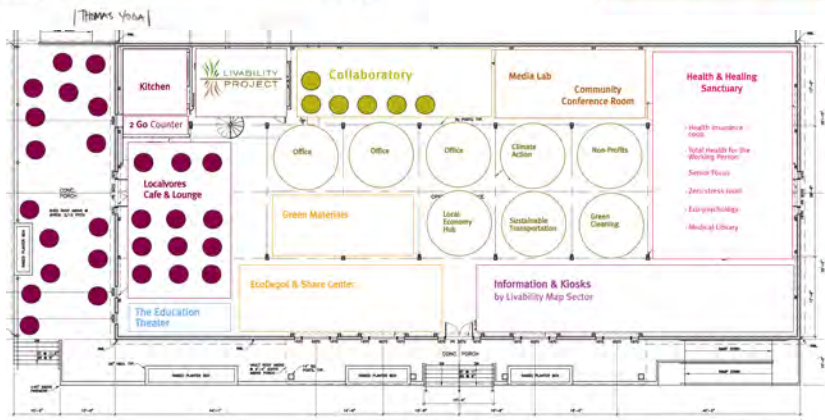
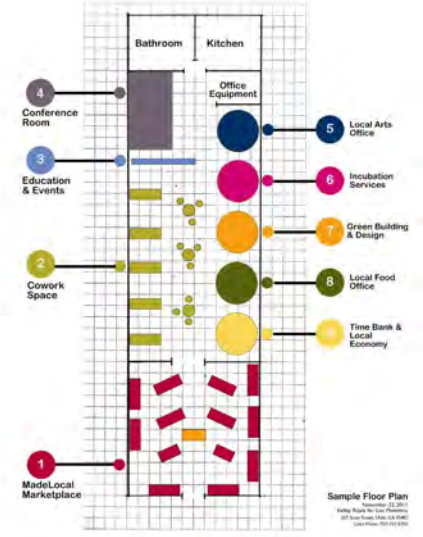
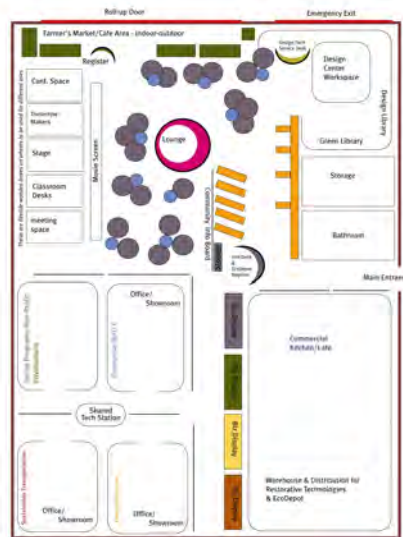
Centers are independently run and take on the needs and projects for its particular community. Centers likely share common values such as...

1. Community-oriented acting in the interest of the greater good
2. Locally-focused with an eye for regional trade and cooperation
3. Value cooperative principles and an ethic of sharing
4. Operate under triple bottom line practices
5. Integrate Natural Step, Permaculture, Biomimicry, Restorative or Whole Systems Thinking



Local Economy Centers Or Sustainability Centers

Many Attempts!



Livability Center Concept - Antique Mall

LIVABILITY PROJECT

Note: This document is for discussion purposes only. All tenants still to be confirmed.

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Scale: 1/8" = 1'-0"





Bethesda, Maryland





Bethesda Green History



- Public-Private Partnership
- Launched January 2008
- Multiple Stakeholders
 - Business
 - Government
 - Residents
 - Community Organizations
- Working groups and Volunteers
- 501(c) (3) (non-profit) – 2008
- Part-time staff





Mission/Strategy

Our Purpose/Mission

At Bethesda Green, we bring business, government and community together through programs and services to promote a healthy economy and sustainable living practices in order to reduce our collective impact on the environment.

Strategies to Achieve Our Mission

Incubate	Educate	Initiate
Stimulate next generation green business models and solutions.	Raise awareness and inspire action through the programs, online tools, and education and resource center.	Develop, manage and promote programs that leverage community assets.



Culture and Model

1. Engage all community stakeholders
2. Scale what works
 - Electronics recycling
 - Education Center
 - Events and Quality Programs
3. Innovation and Collaboration
4. Multiple revenue streams
 - Partial funding by government
 - Strong private sector component
 - Incubator and paid services
5. In-Kind contributions





Programs

1. Fields of Green Internship Fair
2. Solar and Green Home Expo
3. On the Farm; Around the Table
4. Green Building Expo
5. Green Awards and Gala
6. Education Center
7. Recycling Bins
8. Many more....





Partnerships

1. Neighborhood Associations
2. Trade Associations, 501(c) (3)s
3. Business Improvement District
4. Dept. Economic Development
5. Chamber of Commerce
6. University and local Colleges
7. Small Business Development Center (SBDC)
8. Other





Green Business Incubator



- Develop green entrepreneurs to create jobs and build wealth
- Facilitate local market demand
- Support products, services and ideas that complement mission
- Diversify local, regional economy
 - Food, Agriculture
 - Energy Efficiency, Renewable Energy
 - Green Build, Transportation
 - Green Purchasing





Facilities and Amenities

1. Facility and Shared Resources

- Furniture
- Sustainable center design (contributions)
- Broadband wireless internet
- Conference rooms
- Full Kitchen
- Copier, printer, A/V equipment
- Information area, library

2. Facility management

- Staffed reception
- Mailboxes
- Security





Incubator - Services

1. Business plan development
2. Marketing, promotion through website and press
3. Access to professional services including accounting, investing and legal
4. Networking, contacts and events
5. Speakers bureaus
6. Semi-annual progress reviews
7. Internships
8. Technical assistance
9. Introductions to potential strategic partners





Lessons Learned

1. Non-profit structure encourages community engagement
2. Flexibility is ingrained in culture
3. 'Local' focus is key
4. Broad focus is strength
5. Private sector role is important
6. Need creative opportunities for financing
7. Strategic partnerships provides strong leverage

SHARE EXCHANGE

incubating the local economy

Santa Rosa, CA

Population 167,815



SHARE EXCHANGE

incubating the local economy

4 Elements

Marketplace



CoWork Space & Incubator



Events & Education



Local Economy Institute

SONOMA COUNTY PRODUCTION COMPANY

MADE IN SONOMA

PAUL & DEB
THE BUSINESS PLAN COMPETITION
FOUNDED BY
COUNTY OF SONOMA MANAGEMENT AND
TECHNOLOGY DEVELOPMENT

HELENE KAGAN
DOUG MCCORMICK
DORIS MARRAS
MICHAEL SHAPIRO

THE BIG IDEA

Our big idea is to increase local production and consumption of goods and services produced in Sonoma County, increase access to shared production facilities and to create investment opportunities for the middle-class. We are focused on growth that the community currently consumes but are imported from outside the County. Through feasibility studies and purchasing contracts we determine which products have the greatest potential to be produced locally. This methodology is commonly known as "supply substitution" and is known to have many benefits.

A STRING OF PROBLEMS

- Producers have trouble securing a consistent supply of goods locally to sell to consumers
- Small local producers do not produce enough volume by themselves to fill large local centers
- Local producers are not necessarily good marketers and have trouble finding good sales outlets
- Entrepreneurs find it more or impossible to find "partners" skilled in local distribution
- Consumers have trouble discerning what is really locally made and what may be "local-sounding"

THE CHAIN OF SOLUTIONS

The Sonoma County Production Company helps solve these problems with the following services:

- Local Sourcing **Brokerage** - helping producers connect locally produced products and local producers to local markets
- Made Local **Marketing/PR** - identifying and branding of a unique local retail outlet model
- Made in Sonoma **Branding** - The locally, identifying and promoting the local consumer advantage
- **Incubation Services** - helping entrepreneurs find local opportunities to grow or expand their business
- Local **Training & Education** - offering services and workshops on economic localization and opportunity identification
- Local **Peer-to-Peer Lending** - helping entrepreneurs find local funding
- **Marketing Services** - providing access to shared resources (e.g. commercial kitchen)
- to increase sales and maximize efficient resource use

DIVERSIFIED REVENUE SOURCES

- Royalties on investments
- Payroll of retail outlet
- License fees for brand usage and Made Local Participation
- Equity position in retail start-ups
- Local Income
- Member Fees
- Sponsorship & Advertising
- Event fees



Startup

- Signed lease November 2010
- Opened Marketplace December 2010
- Opened CoWork space March 2011
- 250+ local makers
- 60 CoWork members
- 200 events

- Organized as a California Cooperative
- Funding – Bootstrapped
- Revenue - Sales, Membership, Events, Rent, Sponsorship, Contracts
- 2 key staff, 5 volunteers

- Startup is challenging!



SHARE EXCHANGE

incubating the local economy

Programs



Lessons Learned

- Leading edge work
- Perseverance and patience
- Flexibility and adaptability
- Test marketing
- Get buy-in early
- Capitalization
- Collaboration



“We can’t solve problems by using the same kind of thinking we used when we created them.”

~ Albert Einstein

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