

WHIDBEY CLIMATE



ACTION

Island Conversations

Down to earth talk about Whidbey's future

IN THIS SEASON OF GIVING, LET'S GO LOCAL!

Using the resources we have for the community we want

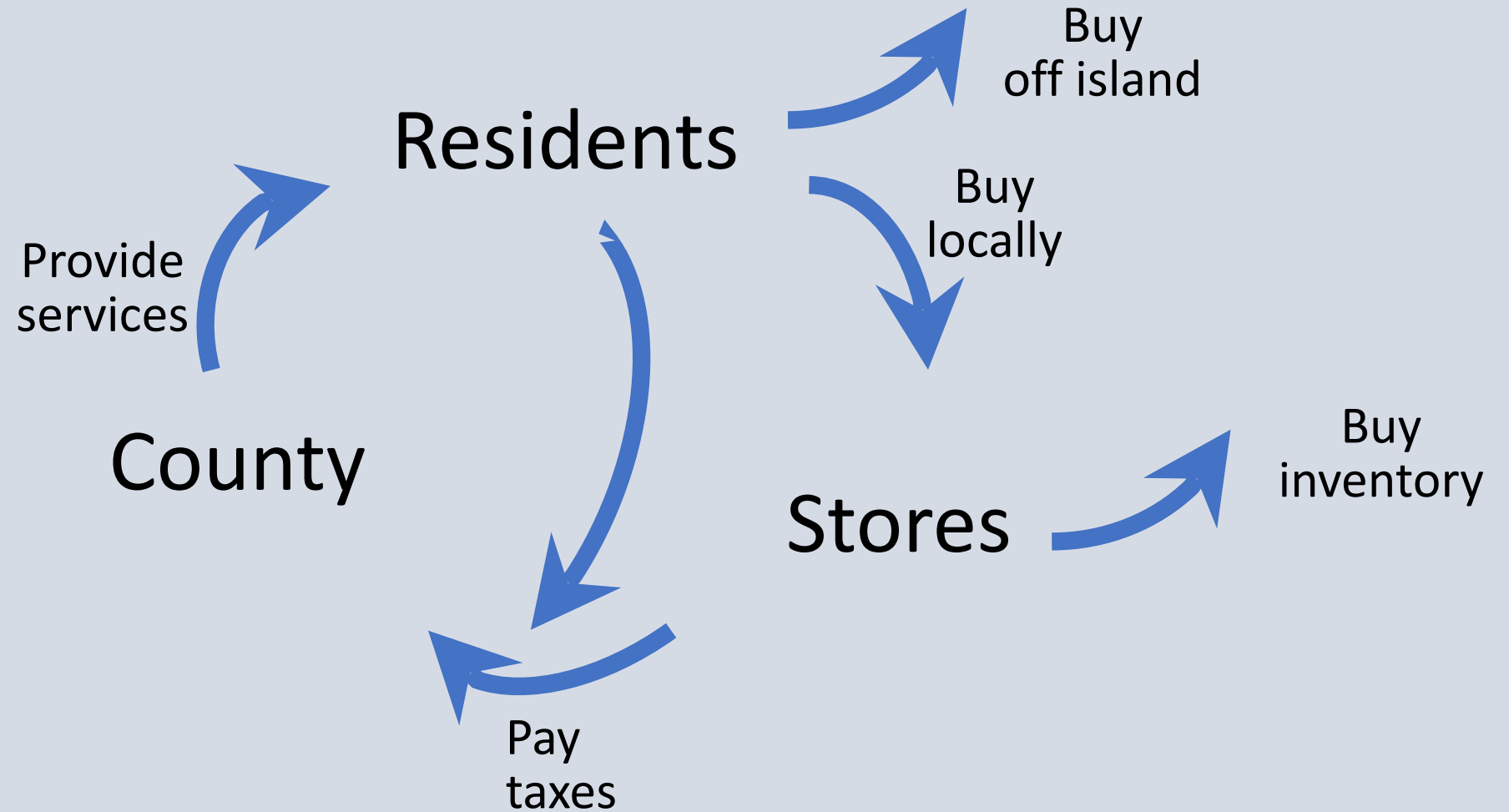
Our Gain From Globalization



and the Dark Side



Recirculation



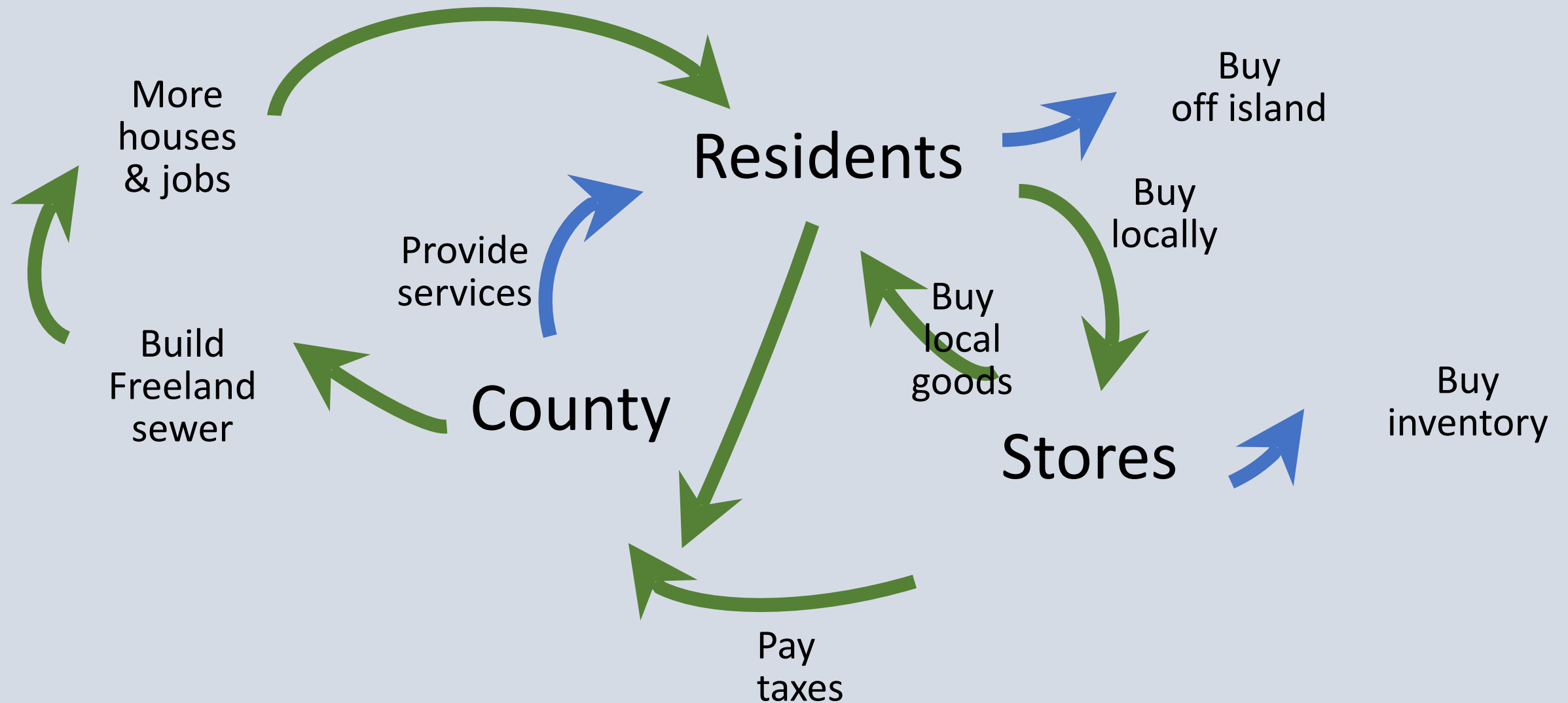
We might think of our Economy as a Bucket

With money flowing in and money flowing out.

We can try to find more money to flow in or we can plug a few holes

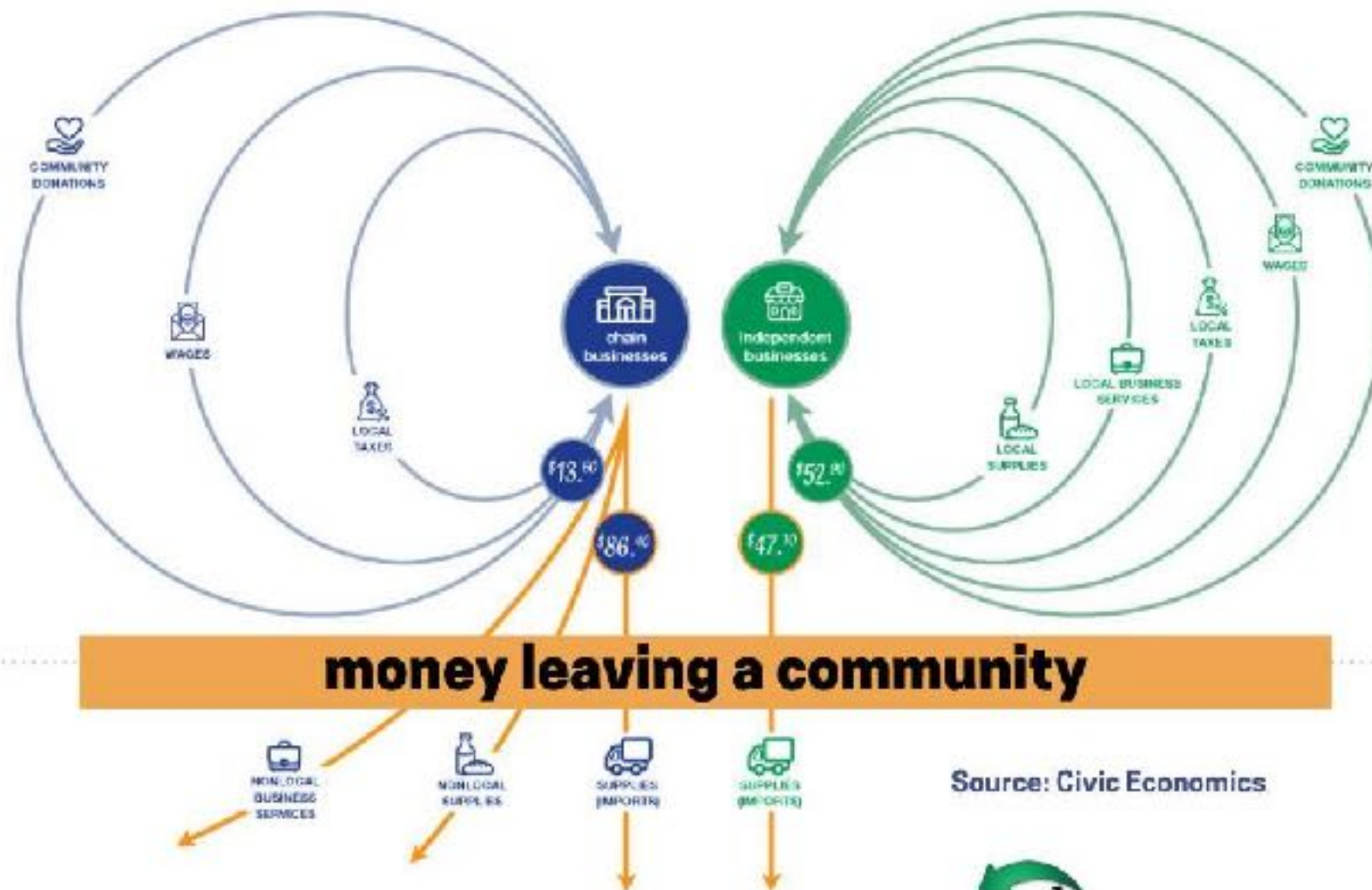


Recirculation



FOR EVERY **\$100** SPENT...

money circulating in a community



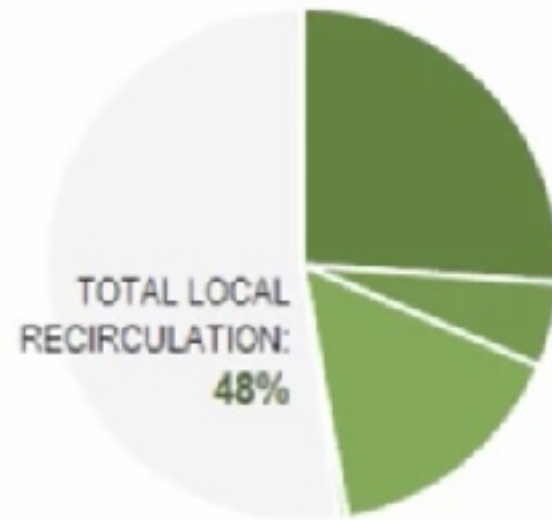
Source: Civic Economics

amiba.net/local-multiplier



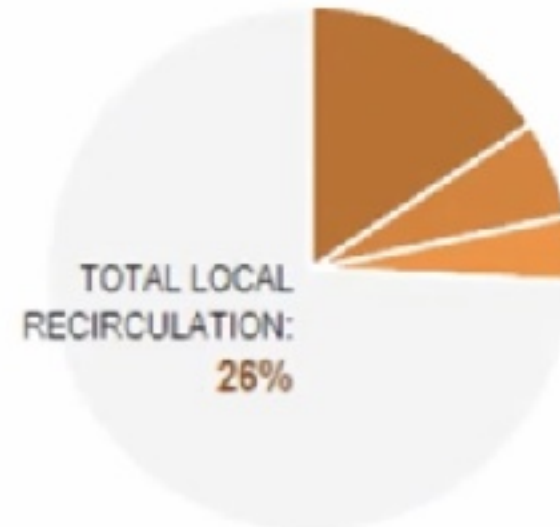
LOCAL RECIRCULATION OF REVENUE TO THE LOCAL ECONOMY, 2017

CENTRAL CO-OP



- Labor Costs
- Procurement for Internal Use
- Procurement For Resale
- Charitable Giving

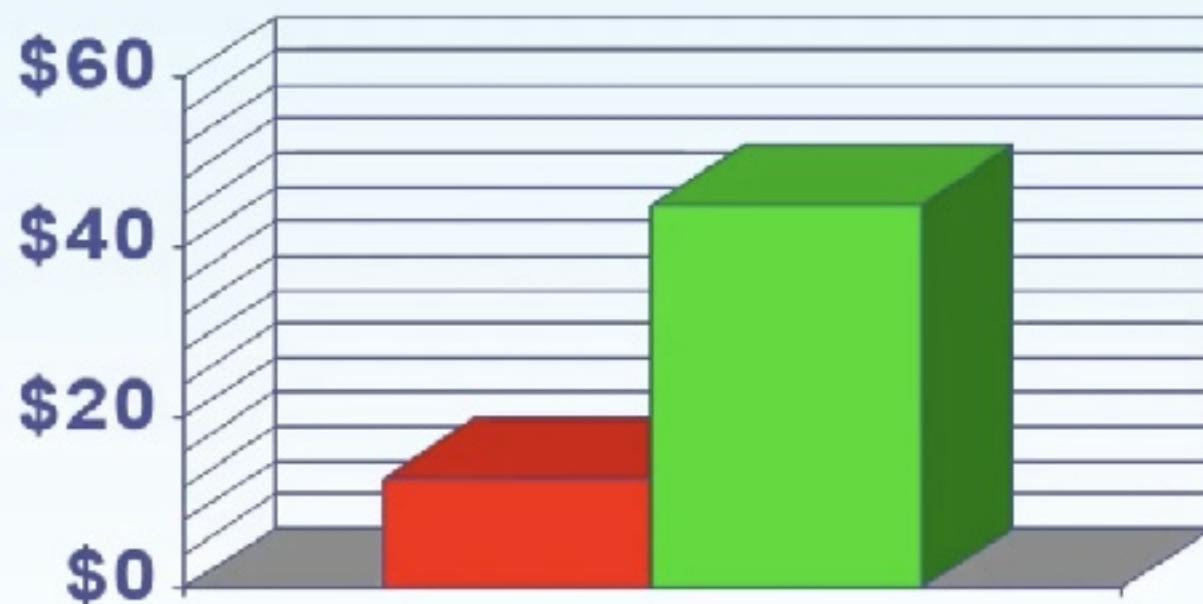
CHAIN GROCER



- Labor Costs
- Procurement for Internal Use
- Procurement For Resale
- Charitable Giving

SOURCES: Central Co-op survey conducted by Civic Economics; Analysis of 2017 Annual Report, major chain grocer

Impact of \$100 Spending (Austin)



 **Borders**  **BookPeople**

So just how leaky is our bucket?



- We rank 34th out of 39 Washington counties for county sales taxes per capita
- For every \$1 spent 59 ¢ goes off island
- Were we like “other” counties we would have \$3.5M additional funds for the commons



Beyond just “buy local” —
our purchases are an
investment
in our local economy

Breakout Group Conversations

1. Why do I spend my money online or off island?
2. What *could* I or *do* I gain by buying local?
3. What creative ideas do I have for:
 - local gifts
 - celebrations
 - donations as a gift
 - favorite places

Breakout Group Ideas:

Why I buy off island:

- Convenience
- More choices

Great to have in Langley

- Hardware
- Clinic
- Pastry Chef
- Drug Store
- Butcher
- Fish Store

Ideas for local gifting

- Cultus Bay Nursery
- Bookshop.org
- Buy Nothing (Facebook)
- Thrift Stores
- Sharing Economy
- Church bazaars, Art Markets
- Holiday Markets
- Pop Up Shop in Langley
- Drewslist
- Cooking on Clay open House this weekend
- Casey's Crafts will order
- Top floor of Star Store
- Madrona
- Webs
- HoneyBear in Coupeville
- Antique market in Lanley
- Gift cards for Experience
- New Pop ups? Home Cooks?
- Children's Clothing exchange
- Whidbey Island Grown

Economic Nutrition^{CM}

Nishiime's Ceramics

Sole-proprietorship

Quantity: 1 mug

Ceramic Mug

What does the money pay for?

Labour	60%
Marketing	7%
Materials	16%
Design & Production	11%
Surplus	6%

Where does the money go?

Local	93%	National	7%
Provincial	0%	Global	0%

* Values are calculated retrospectively and updated when changes are material. This label was certified in 2022.

Economic Nutrition^{CM} is a certification trademark of Shorefast, used by Fogo Island Workshops a under license held by Shorefast Social Enterprises, Inc.



Economic Nutrition^{CM}

Growlers Ice Cream

Community Enterprise

Where does the money go?

Fogo Island	49%	Rest of Canada	0%
Newfoundland	40%	International	3%

What does the money pay for?

Salaries, Wages	49%
Ingredients	34%
Supplies	7%
Building Costs	6%
Business Operations	4%

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What if we could
examine every
purchase for the
“nutrition” of its
economic
impact?

Economic Nutrition^{CM}

Fogo Island Workshops

Community Enterprise

Quantity: 1 chair

Punt Chair

What does the money pay for?

Labour	51%
Marketing	15%
Materials	9%
Design & Production	10%
Surplus	15%

Where does the money go?

Local 71%	National 24%
Provincial 2%	Global 3%

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Economic Nutrition^{CM}

Fogo Island Inn

Community Enterprise

Where does the money go?

Fogo Island	54%	Rest of Canada	26%
Newfoundland	16%	International	4%

What does the money pay for?

Salaries, Wages	53%
Food, Room Supplies	12%
Business Operations	15%
Building Costs	10%
Insurance	3%
Sales, Marketing	4%
COVID-19 Debt Service	3%

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Growlers Ice Cream

Community Enterprise

Where does the money go?

Fogo Island	49%	Rest of Canada	8%
Newfoundland	40%	International	3%

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Are these some assumed values?

- Keep our small town and rural character – vibrant year ‘round
- Diversity of residents: age and ethnicity
- Community—care about the health and vitality of others

What others do you have?