**GOAL**

*Buy Local East Harlem* initiative encourages everyone in East Harlem, particularly larger organizations and entities, to support local businesses. By creating business-to-business relationships that enable small businesses to becoming suppliers, our goal is to foster the longevity of local merchants. We aim to create a model that is self-sustaining, has a positive impact on the merchant’s bottom line, increases job opportunities, and improves overall wellness in the East Harlem Community.

“Successful small businesses make our city stronger, bolstering our unique identity and helping to revitalize neighborhoods. They provide a broad range of essential services.” - Small Business, Big Impact – Gale A. Brewer, Manhattan Borough President
OBJECTIVES

Relationship Building
Capacity Building
District Marketing
RELATIONSHIP BUILDING

Create sustainable relationships between local merchants & institutions in East Harlem

MEET & GREETS
- Intentional meet ups between local purchasers and local merchants.
- Secured nearly 50% of the gross sales for this project.

MERCHANT MEETINGS
- Peer to peer support.
- Over two dozen Peer to Peer purchases.

Buy Local East Harlem
Meet & Greet
Creating sustainable relationships between local merchants & institutions in East Harlem

Please join us!
September 27th
5:30pm
Harlem Industrial Kitchen
123 E. 110th Street
(Lex & Park Ave)

- Meet those responsible for purchasing at our local institutions
- Meet your local East Harlem Merchants
- Receive a directory of local merchants products & services
- Receive a listing of anchor institutions and what they purchase
- Play a part in driving economic development in East Harlem

Snacks & Refreshments
RSVP: mcruz@unionsettlement.org

eastharlemalliance.org/buy-local

With Generous Support from

citi
CitiCommunityDevelopment.com

UNION SETTLEMENT
CAPACITY BUILDING

Identify Small Businesses that are prepared to scale up and assist them with capacity building.

TRAINING & WORKSHOPS
Created specific workshops based on merchant needs
• 30 Second Pitch, Branding, Digital Marketing

MWBE CERTIFICATIONS
• Direct assistance with MWBE applications

TECHNICAL ASSISTANCE
• Assisted merchant facing issues w/landlord
• Assisted merchant with crowd funding
DISTRICT MARKETING/GALVANIZING COMMUNITY

Create marketing exposure for local merchants

CASH MOBS

Neighborhood effort to gather friends, partners, and residents of East Harlem with the purpose of supporting small businesses.
- Resulted in over $2.4k in sales
- 35 to 40 average attendees per event
- On average over 25% are new attendees to the business

TROLLEY TOUR

Opportunity for institutions to meet and visit the business owners
- 22 institutions were represented
- $8.7k in sales as a result of the trolley ride

SHOP DINE EAST HARLEM HOLIDAY CAMPAIGN

Shop and Dine East Harlem makes it easy and convenient for residents to locate great deals and values with our local merchants during the holiday season.
- Holiday Pop-Up Markets, Small Business Saturday
- Promotional giveaways and raffles
- Information about local cultural events, including the Annual Pasteles & the Annual Tree lighting.

TASTE OF EAST HARLEM

A Showcasing of the diversity of East Harlem’s culinary offerings.
- Over 250 attendees
- 17 businesses show-cased
GALVANIZING THE COMMUNITY
MARKETING TOOLS

Created Additional Tools for Increased Marketing Exposure

- **SUPPLIER DIRECTORY**
  Over 1,000 directories distributed

- **HOLIDAY DISCOUNT BOOKLET & GUIDE**
  Over 1,000 holiday guides distributed

- **SOCIAL MEDIA MARKETING**
  Ongoing social media campaigns for all marketing events

- **BUY LOCAL VIDEO**
  Video featuring local merchants creating showcasing the potential of buying local

- **ONLINE MARKETPLACE**
  An online source of products and services offered by local merchants

- **EMAIL MARKETING**
  Monthly newsletters
SALES FROM THE BUY LOCAL INITIATIVE

$45K DELIVERABLE FY 18

$161K MERCHANT SALES FY 18

$100K DELIVERABLE FY 19

$202K MERCHANT SALES FY 19

$363K TOTAL SALES SINCE START OF PROJECT
MERCHANT SALES
By Industry
Food & Beverage $183,004
Marketing $116,378
Landscape & Gardening $29,344
Printing $18,522
Media & Entertainment $9,750
Other $5,072
Health $1,000
MERCHANT SALES
By Purchasers

FY 2018
Institutions $144,016
Peer to Peer $9,125
Community $7,886

FY 2019
Institutions $165,261
Peer to Peer $4,557
Community $32,225
Feedback from Merchants

CASANDRA ROSARIO
The Rosario Group

"Through the Buy Local program, I was able to get my MWBE certification which will now help me bid for bigger contracts and allow for more job creation within the community. I feel more on track to having an office and have been considering ownership in the neighborhood. Thus far, my company has been able to expand its offerings and develop relationships with other local businesses that we can do business with. Certain projects have already opened doors for new business and I have taken business development more seriously."

JO-ANN & EILEEN BARRETT
Aromas Boutique Bakery

"The buy local program has made a profound difference for Aromas. We are grateful to have grown our catering business and rekindled corporate relationships as a result of attending workshops and Meet and Greets. It’s wonderful to engage with fellow entrepreneurs and share opportunities. It’s a New Day in East Harlem and Buy Local is a critical part of our continued growth and success."

RODNEY MENDEZ
Think Big Data

"Being a part of the Buy Local East Harlem campaign has opened many new doors for our company by growing our client base in East Harlem. We have had the opportunity to network with local institutions and pitch our services to them with 30 - 60 days something that would have otherwise taken many more months to develop. Through our growth we are now in the position to subcontract some of our projects and continue to focus on business development. Our profits for 2019 are on target to double from our 2018. As owner I was also able to take a much needed 3 week vacation for the first time in almost 2 years."
CONTACT US

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