Our mission is to keep money in the community, keep storefronts open and people employed.

Institutional buyers purchase in such large quantities that even a slight change in their buying can have a significant impact on the local economy. Buy Local East Harlem links institutions to local businesses, encourages business to business relationships, and ensures local residents purchase from locally owned small businesses.

COVID 19 severely impacted our ability to provide our traditional services to our small businesses. Most of our events, meetings and trainings could not be held in the community, only virtually. We hope to implement in person programming in 2022.
RELATIONSHIP BUILDING
CAPACITY BUILDING
TECHNICAL ASSISTANCE
DISTRICT MARKETING
EVENTS & PRODUCTIONS
FEEDING THE FOOD INSECURE IN EAST HARLEM
INTERACTIVE GOOGLE MAP / BUSINESS DIRECTORY
RELATIONSHIP BUILDING

Merchant Meetings

Normally held in person at a local business, our COVID pivot included virtual merchant meetings, via Zoom.

An average of 20 merchants participated

Meet n Greets

COVID put extreme limitations on our ability to have in person meet n greets, normally held with our institutions and merchants. We hope to get back to in person greets in 2022
CAPACITY BUILDING

Webinars and Trainings
Pandemic related topics provided in English and Spanish

- Available loans and grants
- Paycheck Protection Program (PPP)
- Restaurant Revitalization Fund
- Commercial Leases
- Eviction moratorium
- NY State grants
- Federal grants
TECHNICAL ASSISTANCE

- Worked with Ponce Bank to ensure one on one attention with Paycheck Protection Program (PPP) application assistance.
- Formulation of a merchant association
- Assistance writing press releases
- Video production
- Connecting businesses with SBA representatives
CASH MOBS
Total sales 4 cash mobs: $6,400
Attendance: 50 - 75 people per event

Special thanks to the congregants of Metro Hope Church, Church of Living Hope, Redeemer East Harlem and Church of Resurrection for supporting our small businesses!
DISTRICT MARKETING

BOOK CLUBS
Total sales 2 book clubs: $955.00
Attendance: 15-25 people per event

EAST HARLEM NIGHTS
SAVE THE DATE! Coming September 24th in the Union Settlement garden on 104th Street
Book Club at JVS Project Space

Cash Mob at Daps Eats

Book club at Dear Mama
Yo Soy Mia
VIRTUAL PROGRAMMING PRODUCTIONS

VALENTINE’S DAY
Total views: 2,239
Businesses featured: 15

SMALL BUSINESS SATURDAY
Total views: 510
Businesses featured: 6
ADDRESSING FOOD INSECURITY IN EAST HARLEM

In partnership with **Church of the Heavenly Rest** and local pantries, a $60,000 commitment was made to put 12 minority owned East Harlem restaurants to work and prepare meals for the food insecure in East Harlem. **Special thanks for the generous donations by the congregants of Church of the Heavenly Rest for supporting our small businesses.**

**Total:**  $60,000

**Businesses:**  12
**Average per restaurant:**  $1,200
**Additional support for 3 businesses up to:**  $15,000
In response to an inquiry sent by East Harlem Community Alliance / Buy Local East Harlem committee, we worked diligently to match businesses with the top 3-5 items regularly purchased by our institutions. The result is a user friendly interactive map that lists business type, location, and contact information, with a corresponding street map.

Participating businesses: 100+
Views: 1,171

Google map directory here
MERCHANT SALES BY INDUSTRY

Food & Beverage: $67,355
Marketing: $30,144
Media & Entertainment: $3,500
Printing: $1,779
Other: $700

TOTAL: $103,478
MARKETING TOOLS

BUY LOCAL WEBPAGE / EAST HARLEM COMMUNITY ALLIANCE
Updated to include over 100 businesses. Arranged by industry category, each business is linked to their website or social media account. Our webpage: https://eastharlemalliance.org/buy-local-east-harlem-marketplace/

GOOGLE MAP / BUSINESS DIRECTORY
A user friendly interactive map meant to provide easy access for our institutions to purchase their organizational needs. Located on the Buy Local East Harlem Marketplace page on the East Harlem Community Alliance website.
Google map: bit.ly/37lfaci

NEWSLETTER
Weekly - monthly newsletters that provide important information and guidance on regulations that affect our businesses, local community events, important contact information and more.

SOCIAL MEDIA MARKETING
In support of our events: Video production, designer flyers, advertise and post frequently on social media accounts.

EMAIL MARKETING
Holiday specials, events, and everything offered by our small business community are blasted to our growing email list.
Find Us Online

FACEBOOK
3,400+ FOLLOWERS
@madeineastharlem

INSTAGRAM
2,146 FOLLOWERS
@buylocaleastharlem

TWITTER
2,779 FOLLOWERS
@BuyLocalEH
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