Local First means People First

Communities thrive when the economy puts people first.
A PEOPLE FIRST ECONOMY INCLUDES

Local First is a nonprofit business membership organization that leads the development of an economy grounded in local ownership.

Learn more on Page 4

Good For Michigan equips and supports companies who make a positive social, environmental, and economic impact.

Learn more on Page 8

WHY PEOPLE FIRST?
Because People First...

1. ENGAGES. It creates and deepens relationships within a community, which becomes more vibrant through collaboration and mutual investment.

2. HUMANIZES. Physical and economic development occur on a scale that nurtures people and encourages beauty in natural and man-made environments.

3. PRESERVES. When more citizens are genuine stakeholders, protecting local economic and environmental value is of mutual interest.

4. STRENGTHENS. When citizens and local businesses work together, it catalyzes positive development and the community has structural integrity to withstand economic downturns.

5. INVESTS. Sustainable local economies and ecosystems grow into markets that are greater than the sum of their parts.

6. ENCOURAGES. Intimate connections between customers and businesses facilitate innovation, interaction, and discovery, making for a more vibrant and resilient local economy.

7. ENRICHES. Reinvesting success in customers, employees, and the local environment makes the entire community wealthier.

MISSION
We lead the development of an economy grounded in local ownership that meets the basic needs of people, builds local wealth and social capital, functions in harmony with our ecosystem, and encourages joyful community.

VISION FOR WEST MICHIGAN
• A region made resilient and empowered by diverse local ownership and collaboration
• A national leader in creating a thriving, equitable, sustainable, and economically vibrant region
• Nationally recognized for its quality of life, diverse entrepreneurial energy, beautiful environment, and unique local culture
Dear West Michigan Leaders,

We are so grateful to all of you who have been a part of our continued growth. Especially to those of you who’ve used your businesses to intentionally address the social, environmental, and economic needs of our community. It is your support that makes our work possible.

In response to member feedback, the Local First program launched a new event series, explored some new social media strategies, and upgraded our online payment system. Our community-facing programming reached record numbers and increased awareness of why local ownership matters.

The Good For Michigan program continued to grow roots in 2019. Even more companies have made a commitment to work towards an equitable and regenerative economy by offering high-quality jobs with low environmental impact. To reach our statewide networks, we hosted our first webinar series and brought a B Corp speaker to Grand Rapids, Ann Arbor, and Detroit.

With our feet firmly planted in West Michigan, we are looking forward to what 2020 brings. Thank you for standing beside us through transition and celebrating with us through triumph.

Elissa Sangalli
President

PEOPLE FIRST ECONOMY STAFF

Elissa Sangalli  President
Shannon Garrett  Lakeshore Membership Coordinator
Katherine Jandernoa  Local First Program Manager
Alice Jasper  Good For Michigan Program Manager
Hanna Schulze  Development Manager
Mieke Stoub  Marketing Manager

LOCAL FIRST BOARD

Kris Spaulding  Brewery Vivant | Chair
Trevor Corlett  Madcap Coffee | Vice Chair
CJ Schneider  Miller Johnson | Secretary
Jason Wheeler  Orion Construction | Treasurer
Marissa Berghorst  EcoBuns Baby + Co
Maria Cascante  Luna and Tacos El Cuitado

Doris Drain  United Bank of Michigan
Seth Getz  Business Mastery
Christine Lindeman  Sytsma Wealth Strategy

LOCAL FIRST EDUCATIONAL FOUNDATION BOARD

Caylie Peet  Kris Spaulding
Kris Spaulding

Mary O’Neill  Atomic Object | Chair
Tarence E. Lauchiè  T. Lauchiè & Associates | Vice Chair
CJ Schneider  Miller Johnson | Secretary
Jason Wheeler  Orion Construction | Treasurer

LOCAL FIRST FOUNDERS:
Guy Bazzani  Rachel Hood  Rob McCarty

LOCAL FIRST PROGRAM COMMITTEE

Raul Alvarez
Marissa Berghorst
Jeffrie Chappell
Adam Clarke
Gary Glass

Evan Groendyk
Ginger Hensley
Joe Hughes
Christine Lindeman
Drew McClean

GOOD FOR MICHIGAN PROGRAM COMMITTEE

Evan Bernache
Alex Caceres
Sarah Chartier
Lisa Flowers
Michelle Hoexum

Jonathan Neracher
Erika Popovich Coy
Kort Rantala
Deb Steketee
Joe Hughes

Christine Lindeman
Drew McClean
Caylie Peet
Kris Spaulding
Jason Wheeler
Local First members are locally owned and operated, headquartered in West Michigan, and privately held.

**BUSINESS OWNERSHIP DEMOGRAPHICS:**

- **VETERAN-OWNED:** 11
- **MINORITY-OWNED:** 42
- **WOMAN-OWNED:** 159
- **FAMILY-OWNED:** 200

**ENTREPRENEUR:** 1-3 employees

**NEIGHBORHOOD:** 2-14

**SMALL:** 13-50

**MEDIUM:** 51-125

**LARGE:** 126+

**NON PROFIT**

**LEGAL:** 8

**HEALTH & WELLNESS:** 37

**HOME PRODUCTS & SERVICES:** 24

**GROCERY:** 14

**FLORAL & GARDEN:** 11

**Farms & Producers:** 10

**EVENT PLANNING & CATERING:** 11

**COMPUTER, WEB & TELECOM:** 18

**COMMUNITY ORGANIZERS:** 26

**REAL ESTATE & RELOCATION:** 16

**BUILDING SERVICES & SUPPLIERS:** 16

**AUTOMOTIVE:** 10

**BANKING & FINANCE:** 27

**ARTS & ENTERTAINMENT:** 38

**BUSINESSES SERVICES:** 54

**SPECIALTY SERVICES:** 11

**SPECIALTY RETAIL:** 54

**SALONS & SPAS:** 9

**SPECIALTY RETAIL:** 54

**RESTAURANTS, FOOD & BEVERAGE:** 142

**PHOTOGRAPHY:** 8

**PETS & VETERINARY:** 7

**MEDIA:** 21

**MARKETING, ADVERTISING, & PR:** 34

**MANUFACTURING:** 6

**LODGING & TRAVEL:** 14

**REAL ESTATE:** 3

**SPORTS/OUTDOOR:** 7

**SPECIALTY SERVICES:** 11

**645 MEMBERS**

**ENTREPRENEUR**

**LOCAL FIRST MEMBERSHIP**

MEMBERSHIP
MEMBER MIXERS

ATTENDANCE – 315

Thank you to our hosts!

MEMBERS-ONLY FACEBOOK GROUP

EVENTS
PROMOTIONS
OPPORTUNITIES

16,900
7,500

12,600
7,500

=38,000+
FOLLOWERS

64% INCREASE FROM 2018

LOCALFIRST.COM PAGEVIEWS

BE A LOCALIST
MEMBERSHIP
BLOGS

1,091
5,264
5,546

ABOUT
EVENTS
DIRECTORY

6,074
7,840
18,411

LF101: Get the Most Out of Your Membership

LAUNCHED LF101 EVENTS!

SCHULER BOOKS – JULY
HARBOR HUMANE – OCTOBER

INCREASE FROM 2018

PROMOTIONS
EVENTS
OPPORTUNITIES

£345
Each year, Local First organizes community and educational events to raise awareness and support our work. These programs educate business owners and community members and encourage them to act together.

**GRAND RAPIDS**
**JANUARY 24, 2019**
**AT THE LOCAL FIRST OFFICE**

The Annual Meetings introduced new Local First Program Manager, Katherine Jandernoa. Attendees heard the State of Local First and goals for the upcoming year.

**LAKE SHORE**
**FEBRUARY 7, 2019**
**AT CITY FLATSHOTEL**
FORK FEST is a celebration of the local food system. It provides the chance for the community to meet the person behind the meal and sample the best they have to offer.

Lakeshore ForkFest

MAY 20, 2019
AT WAREHOUSE 6
ESTIMATED ATTENDANCE: 200
BUSINESSES ENGAGED: 26
• Chef Demo by Chef Jen
• Live Music from Vanika Brandon
• Swag Bags from Lark by Kate Bolt
• Live Broadcast on La Mejor

ForkFest

OCTOBER 25, 2019
AT ROMENCE GARDENS
ESTIMATED ATTENDANCE: 600
BUSINESSES ENGAGED: 47
• Artists Market & Live Art coordinated by Lions & Rabbits
• Four Cooking Demonstrations
• Live Music by Fauxgrass
• Zero-Waste SORT Stations provided by West Michigan Sustainable Business Forum
• Glitter Booth
• Localist Tote Bags

Local First

2019 HOLIDAY CAMPAIGN
NOVEMBER 15 – DECEMBER 31
• Wandering advertisements in Holland & Grand Rapids
• Instagram takeover by member businesses
• Highlighting member events & promotions through blogs, social media, and email marketing

REACHING

644% INCREASE COMPARED TO THE REST OF THE YEAR

22,000+

REACHING

65% INCREASE COMPARED TO THE REST OF THE YEAR

39,000+
Good For Michigan is made up of businesses and nonprofits that measure their social, environmental, and economic sustainability. 

48 WOMEN AND/OR MINORITY-OWNED BUSINESSES

99 BUSINESSES

TRANSPORTATION & STORAGE – 1
ACCOMMODATION & FOOD SERVICE – 10
ADMINISTRATIVE & SUPPORT SERVICES – 2
AGRICULTURE, FORESTRY & FISHING – 3
ARTS, ENTERTAINMENT & RECREATION – 6
CONSTRUCTION – 1
EDUCATION – 1
ENERGY – 1
FINANCIAL & INSURANCE ACTIVITIES – 4
HUMAN HEALTH & SOCIAL WORK – 4
INFORMATION, COMMUNICATION & TECHNOLOGY – 4
MANUFACTURED GOODS – 5
OTHER SERVICES – 11
PROFESSIONAL & TECHNICAL SERVICES – 15
REAL ESTATE, DESIGN & BUILDING – 2
RENTAL & REPAIR – 2
RETAIL – 25
WESTERN MICHIGAN – 5
LANSING – 2
DETROIT – 5
OTHER CITIES – 3

BUSINESSES WHO COMPLETED THE QIA

2019 – 67
2018 – 32

300+ BUSINESSES HAVE STARTED THE QUICK IMPACT ASSESSMENT SINCE 2015
2019 IMPACT SERIES

FEBRUARY
MISSION LOCK: PUTTING YOUR VALUES TO WORK
Workshop with The Image Shoppe

MARCH
SUPPLYING THE DEMAND FOR AN EQUITABLE ECONOMY
Workshop and open house with Spectrum Health, City of Grand Rapids, Michigan Minority Supplier Development Council, Grand Valley State University

MAY
TOUR: VALLEY CITY ELECTRONICS RECYCLING

JUNE
USGBC SUMS UP ENERGY SAVINGS
Webinar in Spanish & English

JUNE
CONSUMERS ENERGY SUMS UP ENERGY SAVINGS
Webinar

JULY
SMALL BUSINESS OPPORTUNITIES
with The City of Grand Rapids, Spanish and English Webinar & Workshop

JULY
SCALING YOUR IMPACT WITH SHARED OWNERSHIP
Webinar with Atomic Object

AUGUST
MIND YOUR BUSINESS
Workshop with EB Coaching International

GOOD FOR MICHIGAN AWARDS
2019 RECIPIENTS

United Bank
Array of Engineers
Supermercado Mexico
The Sunday Dinner Group

Public Thread
Forty Acres Soul Kitchen
Creston Brewery
San Chez Bistro

TRIPLE BOTTOM LINE BASH
BY WEST MICHIGAN SUSTAINABLE BUSINESS FORUM
OCTOBER 2019

Good For Michigan Program Manager Alice Jasper was awarded the Future Sustainable Business Hall of Fame Award.
CERTIFIED B Corps
IN MICHIGAN

B Corp certification is a designation earned by companies that are focused on environmental and social impact in addition to monetary profit. The businesses below have gone through a third-party verification process that ensures they are using their business as a force for good.

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
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<tbody>
<tr>
<td>2019</td>
<td>24</td>
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<tr>
<td>2017</td>
<td>16</td>
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<td>2016</td>
<td>14</td>
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VINCENT STANLEY SPEAKER TOUR NOVEMBER 5-7

Vincent Stanley, Patagonia’s longest-standing key executive shared the company’s journey towards responsibility, the purpose of business, and how it can be used to address social and environmental challenges of our time.

ECON CLUB LUNCHEON
At JW Marriott
DINNER WITH PATAGONIA
at Grove
LUNCH WITH PATAGONIA
with Ann Arbor/Ypsilanti Regional Chamber

AN AFTERNOON WITH PATAGONIA
at Zingerman’s Greyline
DINNER IN DETROIT WITH PATAGONIA
at Seldon Standard
VINCENT STANLEY AT FORD MOTOR COMPANY
at Ford Motor Company World Headquarters
Twenty-five West Michigan leaders joined us in Boston as we learned how the BII launched a fund to support entrepreneurs that strive to address social and environmental problems.

PRESENTATIONS
Every year, we are invited to speak for other organizations and communities. Here is a snapshot of who we spoke to in 2019:

PRESENTATION BREAKDOWN BY REGION & INDUSTRY

CITY
- 7

STATE
- 4

NATIONAL
- 17

BUSINESS ORGANIZATIONS — 14
- Chambers of Commerce
- Neighborhood Business Associations
- Economic Support Organizations

GOVERNMENTAL ORGANIZATIONS — 5
- City Offices and Committees
- State-Level Organizations

COMMUNITY ORGANIZATIONS — 9
- Environmental Groups
- Neighborhood Summit
- Investing Institutions
Communities thrive when they put people first. These communities are made up of locally owned businesses, companies who believe that good business matters, mission-driven nonprofit organizations, and conscious consumers.

THANK YOU TO THESE BUSINESSES, FOUNDATIONS & INDIVIDUALS FOR HELPING US CREATE A PEOPLE FIRST ECONOMY

W.K. Kellogg Foundation · MEDC · OUR · City of Grand Rapids · Arrae Photography LLC · Bazzani · BIZMARK Strategies · Cellar Door Preserves · CityFlatsHotel Grand Rapids · Coleman & Hughes Employee Benefits · Crawford and Laurie Craft · Dana Friis Hansen & Mark Holzbach · Dermatology at MidTowne PC · Dodson Group Payment Solutions · Doris Drain · Farmhaus Cider Co. · Fenn Valley Vineyards · Grand Rapids Center for Mindfulness · Hancock · Joe Hughes · John Ball Zoo · John Hunting · Jonker’s Garden · Lions & Rabbits · Long Road Distillers · Louise Earl Butcher · Martha’s Catering · Michael Despres · Nawara Brothers Home Store · PUX · re.dwell · Rivertown Woodcraft · Schaefer Cider Company, LLC · Smooth Running Event Planning · Sonder Eatery · Tamales Mary · Tarence Louchi · Terra GR · The Shade Shop