



Corvallis Independent Business Alliance

December 2013 Newsletter

DON'T FORGET TO LOOK FOR ANNOUNCEMENTS AND SPECIAL OFFERS FOR CIBA MEMBERS AT THE END OF THE NEWSLETTER!

New Members

Welcome to new CIBA Business Members:

◇ **Broadleaf Architecture PC**

We are excited to have you join the CIBA family of independent local businesses!

Looking Back at the 2013 CIBA Holiday Social

What a great time! Upstairs at the Majestic was the place, CIBA was the host, the musicians (Common House Jam's David & Joey Kimdon) were wonderful and the food – generously donated by CIBA members American Dream Pizza, Big River Breads, Block 15, First Alternative and Eats & Treats Café – was outta site! New this year were the tastings provided by Block 15, Nectar Creek Honey Wine, Tye Winery and Vivacity Spirits. Even Santa Claus made an appearance, thanks to Andy Collins from Oregon Screen Crafts. A special treat was provided by Leon Dunham, Lion's Touch Massage, who offered free chair massages during the social!

Thanks to Andrea Shonnard (and her family and friends) for organizing such a terrific event this year, and to all the volunteers who helped with set up and clean up.

Microbusiness Is BIG Business

A new report out by the Association for Enterprise Opportunity and funded by the W. W. Kellogg Foundation, provides some eye-opening data on just how important those microbusinesses (fewer than 5 employees, including the owner) are to the US economy. Here are a few highlights:

- Ninety-two percent of all US businesses are microbusinesses.
- In 2011, the direct, indirect, and induced effects of microbusinesses on employment amounted to 41.3 million jobs – 31% of all private sector employment.
- Direct sales and receipts and indirect and induced economic output combined to result in an almost \$5 trillion economic impact.
- Microbusinesses contributed \$135.5 billion in tax and fee revenues to federal, state, and local governments.
- Given today's economic reality, starting a microbusiness often provides a necessary and viable option for an entrepreneur.
- Microbusinesses provide opportunities for many people, and are of particular value to women and people of color.

Read the full report go to the AEO website at www.aeoworks.org and click on "Bigger than You Think."

Extending Store Hours

Economic development consultant Kent Burns sends us off into the new year with something to think about. He suggested the following good reasons why merchants may want to extend their store hours – as reported in the November 2013 issues of the *Downtown Promotion Reporter* (www.DowntownDevelopment.com):

- According to most retail research sources, the vast majority of the retail purchases in the US are made between 4 pm and midnight.
- **For businesses that extend their operations by two hours, the owner works 20 percent less time in the store and profits exceed increased expenses by a minimum of 16 percent.**
- The majority of business expenses are fixed and do not stop when retailers close the door. Rent, insurance, the cost of inventory, advertising, utilities, the cost of supplies and loans are all 24-hour-a-day expenses.
- Extended hours combat out-shopping.

CIBA Board Approves Non-Profit Membership Fees

At its November meeting, the CIBA Board approved a new membership fee structure for local non-profits interested in joining CIBA and supporting Buy Local efforts. The criteria for a “local non-profit” include that the organization has a local mailing address, the Board is comprised of local people and the organization is not affiliated with a national organization.

The Annual rates are as follows:

0-14 FTE staff	\$50	100-199 FTE staff	\$500
15-49 FTE staff	\$100	200-299 FTE staff	\$750
50-99 FTE staff	\$250	300 + FTE staff	\$1000

CIBA Office

The CIBA office, located at A & S Accounting (316 SW Washington), will be closed the week of December 23. Colleen will be back to her regular hours (Tuesday & Thursdays, 1-5 pm) on December 31.

Many Thanks to CIBA Members!

Thank you to the following CIBA member businesses for supplying wonderful **prizes** for the **2013 Buy Local First Holiday Contest!**

**Animal Crackers Pet Supply – Benson’s Interiors – Blackledge Furniture – Citizens Bank
Corvallis Albany Farmers Market – Corvallis Brewing Supply – Corvallis Sewing & Vacuum
Country Vitamins – First Alternative Co-op – Footwise – Garland Nursery
Golden Crane – Grass Roots Books & Music – HOUR Exchange
Iyengar Yoga Center of the Willamette Valley – Life in Balance Acupuncture – Live Well Studio
Owen Dell & Associates – Peak Sports – Robnett’s Hardware – Schmidt’s Garden Center
Second Glance – Shonnard’s Nursery Florist, Landscape – Sibling Revelry
Special Occasions – Stoker’s VitaWorld – The Book Bin – The Clothes Tree
The Toy Factory – Tye Wine Cellars – Wise Photo Printing**

Thanks for Renewing!

Thank you to **Benson's Interiors, Corvallis Sewing & Vacuum, Inavale Animal Care Facility, Irenes', Korvis LLC, Live Well Studio, Mid-Valley Tile & Design, Stoker's VitaWorld, Tye Wine Cellars,** and **Willamette Investment Advisors** for renewing your Business Membership in CIBA. **Your membership dues help CIBA work for you!**

Looking Ahead with the 2014 CIBA Calendar

January

11/29 – Membership Meeting 5:30-7:00 pm

February

TBD – CIBA Sip Down

March

3/26 – Membership Meeting: Marketing Panel,
5:30-7:00 pm

April

TBD – CIBA Sip Down

*Best Wishes for the New Year,
Everyone!*