

LIBA BUSINESS MEMBER BENEFITS

COMMUNITY

- Join over 800 members in building a vibrant community of businesses who all have a common thread: they are local and independent.
- Invitations to monthly member events that are designed to educate, connect & celebrate!
- Share challenges and solutions with other local independent businesses in a variety of ways: our private, active Facebook members' group, LIBA events, committees, volunteering, etc.
- Invitation to serve with our committees (Examples include Advocacy, Events, Membership Engagement, Education, plus South & West Louisville Work Groups).

IMPACT

- Dues support the efforts of LIBA to educate the public about why buying local is important, including the Buy Local/Keep Louisville Weird campaign.
- Local businesses from communities with on-going Buy Local campaigns (like ours!) reported stronger sales than businesses from communities lacking such efforts.
- Be part of the collaborative voice of independent business in strengthening our presence with elected officials, the media, etc.

LOCAL PRIDE

- Let others know you are proud to be local and independent!
- Use the LIBA Member and Keep Louisville Weird logo on your own advertising, website, promotional materials, social media, and more.
- Receive complimentary LIBA member signage and materials for your business.

VALUE

- Many LIBA members choose to offer exclusive inter-member discounts.
- Workers' Comp insurance discounts through ClearPath.
- Discounted ad rates in *LEO Weekly* and *Louisville Magazine*
- Access to the Anthem Chamber Advantage Health Plan for LIBA members.

PROMOTION

- Complimentary listing in the Buy Local Guide (tens of thousands distributed annually) and online directory (keeplouisvilleweird.com/members).
- Businesses in LIBA often make an effort to buy from one another.
- Access to promote or share business promotions via LIBA's public social media, which includes strong audiences on Facebook, Instagram & Twitter.
- Opportunities to participate in LIBA events such as the Buy Local Fairs, Louisville Local Business Expo, the hoLOUdays campaign, the Member Summit, & more!

BECOME A MEMBER TODAY!

All these benefits for \$125 a year.
Membership@KeepLouisvilleWeird.com
KeepLouisvilleWeird.com/Join

502-473-4687



THE MISSION OF LIBA IS TO PRESERVE THE UNIQUE COMMUNITY CHARACTER OF THE METRO LOUISVILLE AREA BY PROMOTING INDEPENDENT, LOCALLY OWNED BUSINESSES AND TO EDUCATE CITIZENS ON THE VALUE OF BUYING LOCALLY.

keepLouisvilleweird.com

