**Mission:** “Seacoast Local is devoted to educating the Seacoast about the community benefits of rooting more money locally, in order to increase our region's economic, community and environmental strength. Our role is to be the forum where locally owned, independent businesses come together to lead this transformation, within their own business and across our community.”

<table>
<thead>
<tr>
<th>Section</th>
<th>Positives</th>
<th>Negatives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEBSITE</strong></td>
<td>Easy to move through</td>
<td>No Form 990 or any financial information, or annual reports</td>
</tr>
<tr>
<td></td>
<td>Provides majority of desired information</td>
<td></td>
</tr>
<tr>
<td><strong>BOARD STAFF &amp; DIRECTOR</strong></td>
<td>6 board members</td>
<td>Some things unknown</td>
</tr>
<tr>
<td></td>
<td>Active, meets monthly and stays in contact daily</td>
<td>No information on volunteers</td>
</tr>
<tr>
<td></td>
<td>Separation of board and director with proper reviews</td>
<td>Still in need of documentation: Fall retreat planned</td>
</tr>
<tr>
<td><strong>FINANCES</strong></td>
<td>Budget regularly planned and approved by board</td>
<td>Legal financial documents unavailable or unwritten</td>
</tr>
<tr>
<td><strong>MARKETING</strong></td>
<td>Word of mouth, press releases, events, social media, website, fliers</td>
<td>No Annual Reports, only minor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Not much information on donating wanted by the BBB</td>
</tr>
<tr>
<td><strong>EVALUATION</strong></td>
<td>Fall retreat</td>
<td>Unplanned</td>
</tr>
</tbody>
</table>

**Business Member Evaluation**

Positive relationship
Believe in and agree with mission
Better sense of community
Improves business-to-business connections and knowledge base
Hard to tell if business has improved due to SL
All would recommend other businesses becoming members

**Overall Average Rating**

4.56/5

Danielle Jade Zamarchi

Towns:
- Barrington
- Durham
- Eliot
- York
- Madbury
- Stratham
- Newmarket
- Portsmouth
- N. Hampton
- New Castle
- Newfields
- Dover
- Hampton
- Greenland
- Kensington
- Kittery
- Lee
- Rye
- Rollinsford
- Somersworth
- S. Hampton
- S. Berwick
- Seabrook

Bikram Yoga Portsmouth

[Image of businesses]
# Programs

**For the Individual**

<table>
<thead>
<tr>
<th>Think Local First</th>
<th>ReRootEd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoting the support of local businesses (defined as any business within 25 miles of Portsmouth Harbor)</td>
<td>Rebuilding of the “local food system to provide healthy, clean and fair food for all of us year round”</td>
</tr>
<tr>
<td>Provides a guide to find local businesses under “Find a Business” on their website</td>
<td>“Shared goal for our country: a million people investing 1% of their assets in local food systems within a decade”</td>
</tr>
<tr>
<td>“10% Shift” Encouraging people to “shift their shopping” to local businesses. Holiday shopping campaign “Plaid Friday” is becoming an annual event promoting the shift.</td>
<td>Work with local groups and businesses “Aim is to increase the role local, independent businesses play in building and supporting a sustainable local food system on the Seacoast.”</td>
</tr>
</tbody>
</table>

**For the Greater Community**

<table>
<thead>
<tr>
<th>Community Capital</th>
<th>Local Economy Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Encourages the community to reinvest local wealth through deposits and investments that support our local, living economy” Will investigate “ideas and tools to help residents keep more money local and invest with greater awareness.” Peer-to-peer investing platforms, dedicated loan funds, tools to increase banking transparency, move money to local banks campaigns, partnership with Slow Money.”</td>
<td>“Works with residents and public officials to: Establish a community preference for sustainable and equitable public policies Promote local purchasing Make efforts to move the funds of the city to local banks Increase local procurement, and to work with the school department to increase the percentage of local food in the schools”</td>
</tr>
</tbody>
</table>

---

### Programs

**Overall Impression**

- Growing and active
- Variety of programs
- Positive member reviews and good partnerships
- Community support
- Transparent (as much as possible)
- Good communication
- Passionate
- No financials
- No annual reports
- Minimal notes on accomplishments
- No manuals, documents, guidelines etc.
- Need method of evaluation to measure success

**Donate?** Next year: after more documents written and financials available

---

**ReRootEd**

Rebuilding of the “local food system to provide healthy, clean and fair food for all of us year round”

“Shared goal for our country: a million people investing 1% of their assets in local food systems within a decade”

Work with local groups and businesses “Aim is to increase the role local, independent businesses play in building and supporting a sustainable local food system on the Seacoast.”

(H)EAT

“Local businesses and their loyal customers lead the annual fundraisers for food and fuel assistance every winter—our aim is to raise enough for 10,000 meals and 10,000 gallons—while we all work together to build long-term solutions.”

---