



LIBA declares July "Independence Month"

Posted: Jul 02, 2013 3:46 PM EST Updated: Jul 05, 2013 4:40 PM EST

By Bill Francis



LOUISVILLE, KY. (WDRB) -- On Wednesday, Louisville Mayor Greg Fischer will announce plans for a "buy local" challenge.

It is an effort to create a greater awareness of the advantages of supporting independent locally owned businesses.

Corky Girodo says business is good these days. He is the owner of Sister Bean's Coffee House on New Cut Road, just across from the Iroquois Park

Amphitheater in South Louisville.

He believes locally owned businesses like his can offer something that the bigger chain retail stores cannot.

"I think we get a personal relationship with most of our customers," he said. "We get to know them and some of their families too."

He recently joined LIBA, the Louisville Independent Business Alliance, which works to support and promote the city's independent businesses.

As declared by LIBA, July is independence month, when LIBA celebrates a different kind of independence.

"We celebrate independent businesses," explained the director of LIBA, Jennifer Rubenstein. "We encourage people to think about who is out there, businesses that keep our town unique, and keep more of the money circulating locally."

LIBA currently has almost 600 business members, but it is in the process of trying to be more inclusive.

Rubenstein adds, "We always have been strong in places like the Highlands and Frankfort Avenue, we are now also recruiting members in South Louisville, West Louisville, and the far East End as well."

Girodo believes being a new member of LIBA should help get even more customers through his doors.

"I think the advantages are getting our name out there, of course...let people know we are a locally owned family business," he said.

According to LIBA, for every \$100 consumers spend at a chain store, \$15 stays in the community; whereas at an independent store, \$55 dollars would remain locally.