

BUYING LOCAL: BENEFITS OF A CAMPAIGN FOR DOWNTOWN WINCHESTER!



IMPACT

LOCAL businesses help a community retain its unique character!

3X

**1 DOLLAR SPENT LOCALLY GENERATES
AT LEAST 3X MORE ECONOMIC IMPACT**

COMMUNITY WELL-BEING

**LOCALLY OWNED BUSINESSES BUILD STRONG
COMMUNITIES, LINK NEIGHBORS IN A WEB OF
ECONOMIC AND SOCIAL RELATIONSHIPS, AND
CONTRIBUTE TO LOCAL CAUSES.**



Local ownership minimizes the chance that a company or business will pull up stakes and move to another town.

EXAMPLES OF CREATIVE BUY LOCAL CAMPAIGNS

make Louisville weirder®



Why Buy Local?

- **To Keep it Weird:** Locally-owned businesses are one-of-a-kind enterprises that are vital to the unique character of the Louisville Metro community.
- **To Keep Your \$\$\$ Local:** Dollars spent at community-based merchants create a multiplier effect - a boost to the local economy. [Check out our 2012 Louisville study!](#)
- **To Keep More Jobs:** Local businesses are better at creating higher-paying jobs for our neighbors.
- **To Help the Environment:** Buying from a local business conserves energy and resources in the form of less fuel for transportation and less packaging.
- **To Keep Good Karma:** Studies have shown that local businesses donate to community causes at more than twice the rate of chains.
- **To Keep Your Options:** A multiplicity of independent retailers creates a greater diversity of products available to shoppers.



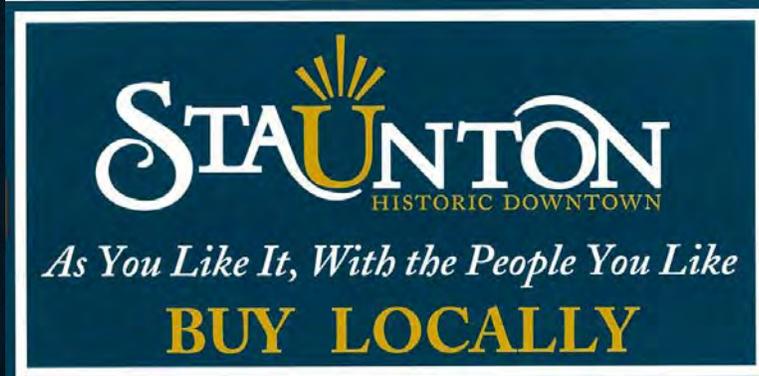
BUY LOCAL TRENDS



- **Graphics that include:**
 - **Hearts**
 - **Something unique to the area that it is representing (e.g. geography, food, culture)**
- **Creative SLOGAN that is**
 - **quirky and memorable**
 - **Involves “keep it”... LOCAL**
 - **Includes use of the word FIRST**



EXAMPLES OF CREATIVE BUY LOCAL CAMPAIGNS





BUY LOCAL CAMPAIGN BUDGET



DOWNTOWN WINCHESTER BUY LOCAL CAMPAIGN	
2018-2019 BUDGET	
Logo & Slogan Design	\$500
Stickers	\$300
Rack Cards & Posters	\$500
Buy Local Print & Online Marketing	\$4,000
Buy Local APP	\$5,000
Buy Local Website	\$5,000
TOTAL	\$15,300



HOW SHOULD WE MARKET BUY LOCAL IN DOWNTOWN WINCHESTER?

**THINK
LOCAL
FIRST**

- **Integrate Local Businesses in Design & Development Process**
- **Seasonal PRO-LOCAL Campaigns**
- **Promotional Discounts Through APP**
- **Collective Bargaining & Advertising**