

# **EDC Business Summit Buy Local Campaign**

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February 20, 2019

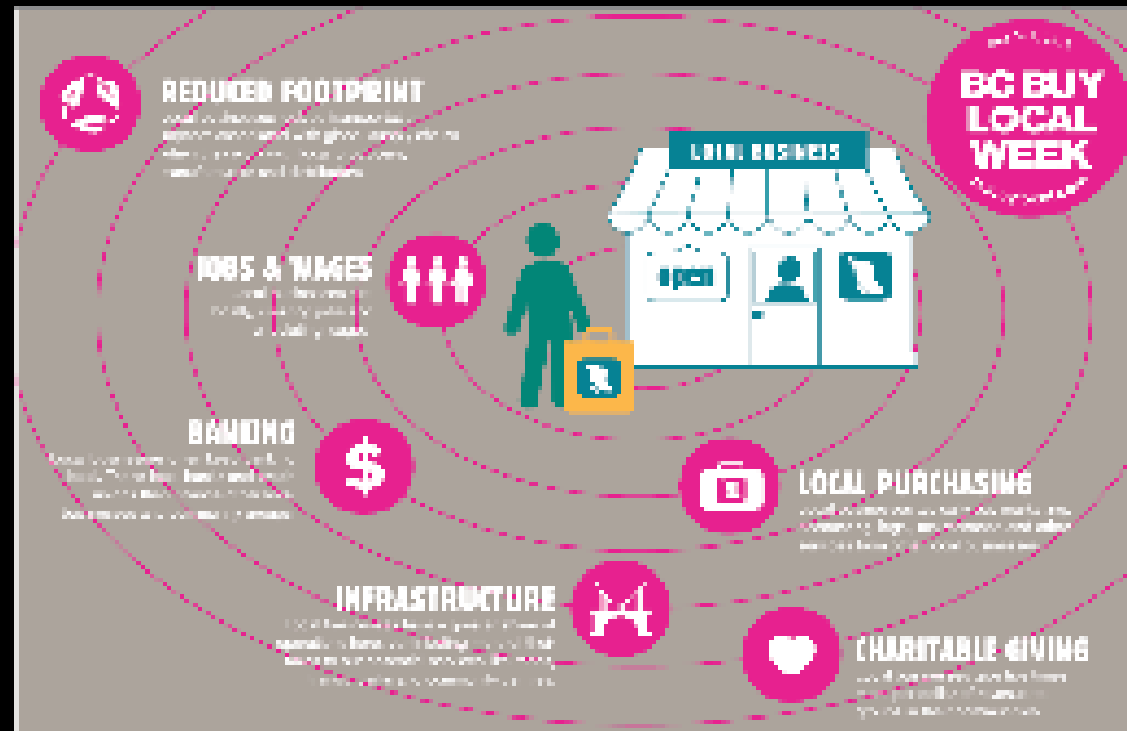
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# Engagement with BC LOCO

***Fall 2018, BIM's EDC engaged with LOCO BC to  
empower their Buy Local campaign...  
BIM Communications Staff – Sophie Idsinga  
and Janet Esseiva – ran with it!***

# The week of November 22, 2018

## Thank you for shopping local.



A message from the BIM Economic Development Committee.

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# November 29, 2019

## Getting Ready for Buy Local Week

**Thank you for choosing local.**

Your choice to shop at a local business means that for every \$100 you spend, \$16 is recirculated back into the local economy.

Here's how local businesses keep our communities strong:

**WHAT IS A LOCAL BUSINESS ANYWAY?**  
Local BC version of "LOCAL"

1. OWNED & OPERATED BY LOCAL RESIDENTS
2. LEGALLY LEGAL
3. ADDED VALUE

**REDUCED FOOTPRINT**  
Local businesses produce less waste and have a smaller carbon footprint than large corporations.

**JOBS & WAGES**  
Local businesses create jobs and pay wages that stay in the local economy.

**BANKING**  
Local banks invest in the local economy and provide personalized service.

**INFRASTRUCTURE**  
Local businesses contribute to the local infrastructure and community development.

**LOCAL PURCHASING**  
Local businesses buy from other local businesses, creating a multiplier effect.

**CHARITABLE GIVING**  
Local businesses support local charities and community organizations.

**Small change creates BIG impacts for our local economy!**

**+1%** = + +

A 1% increase in BC consumer spending creates **3100 jobs** and **\$4M in annual wages** to BC workers.

A message from the BIM Economic Development Committee.  
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# Buy Local Week: December 3 – 9, 2018: Seven Ways for Seven Days

**7 WAYS FOR 7 DAYS**  
#bcbuylocal

**DAY 1**  
SHOP IN STORE

**DAY 2**  
SUPPORT COMMUNITIES

**DAY 3**  
SHOP LOCAL ONLINE

**DAY 4**  
EAT LOCAL

**DAY 5**  
DRINK LOCAL

**DAY 6**  
BUY LOCAL MADE

**DAY 7**  
GIFT LOCAL GIFT CARDS

**BC BUY LOCAL WEEK**  
bcbuylocal.com

**SHIFT YOUR SHOPPING THIS HOLIDAY!**  
A 1% shift from every B.C. resident creates 3100 jobs & \$84M in wages.

December 3-9 is BC Buy Local Week.  
A message from the B.C. Economic Development Committee.  
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# BIM Communications Team Promoting Local Business Investment (Dec. 13)



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**December 20, 2019**



**EAT DRINK SHOP**

**LOCAL**

Thank you for doing some of your holiday shopping on Bowen. A message from the BIH Economic Development Committee.

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# January 17, 2019

Herbivores eat plants.  
Carnivores eat meat.  
Locavores eat local!



Thank you for shopping local.  
A message from the BIM Economic Development Committee.

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# January 24, 2019

PUT YOUR \$ where your is...

BUY LOCAL

Thank you for invigorating your local economy.  
A message from the BIM Economic Development Committee.

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# January 31, 2019



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# February 7, 2019



Find love, in all the local places.

Happy Valentine's Day from the BIM Economic Development Committee.

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# February 14, 2019



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# February 21, 2019

When you buy from a  
**SMALL BUSINESS**  
*you're not helping a CEO buy a third holiday home.*

You are helping a kid get  
**DANCE LESSONS**  
or a  
**TEAM JERSEY**  
and helping their parents put  
**FOOD ON THE TABLE**

Thank you  
**FOR SHOPPING LOCAL**

Local businesses are local families.  
Happy Family Day from the BIM Economic Development Committee.

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# February 28, 2019

**You can't buy happiness.**



**But you can buy local.  
That's sort of the same thing.**

*A message from BIM Economic Development Committee.*

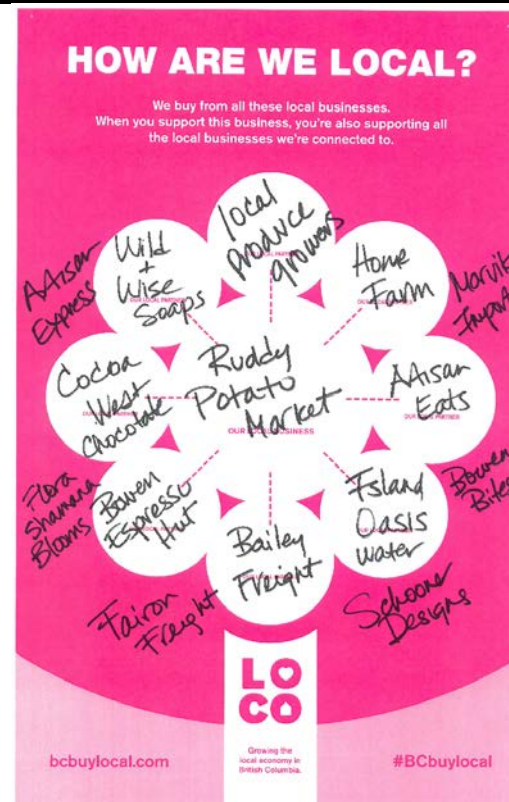
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# Some Facts:

- For every \$1 consumers spend locally, 45 cents remain in the community, creating 2.6 times the economic impact.
- The B.C. Buy Local campaign encourages consumers to shift at least 1% of their spending – just \$15 – to a local business, or a local grown or local made product. If all consumers make a 1% shift, it will create 3 100 jobs and sends \$94 M in wages to workers in B.C. (found at: <https://bcbuylocal.com/bcbuylocal-campaign/eastvan/>)
- During the holidays, the average Canadian spends about \$1500 on travel, food, drinks and gifts. B.C. Buy Local Week encourages consumers to shift at least 1% of that spending – just \$15 – to a local business, or a local grown or local made product. If all consumers make a 1% shift, it creates 3 100 jobs and sends \$94 M in wages to B.C. workers. <https://bcbuylocal.com/bcbuylocal-week/>

# Money circulating through the local economy... Local businesses engaging with local businesses...



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**Ideas?**

**Ideas,  
questions,  
comments...**