SHOP LOCAL

A joint promotional campaign of
Coffeyville Area Chamber of Commerce
and
Downtown Coffeyville Inc

A. Purpose of the program
   a. Promote growth and development
   b. Address the leakage that was identified in the latest community assessment
   c. Boost community pride
   d. Demonstrate a desire for growth to those looking to relocate or develop in Coffeyville

B. Phases of the program
   a. Introduce the program and logo to Boards and Commission
   b. Communicate campaign to members and offer window clings, shopping bags and reason cards to use and distribute
   c. Launch campaign to public on August 1 thru radio, television, social media, website and newspaper
   d. Develop next phase of program to roll out in 6 months

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REASON #1

Build Community!

The casual encounters you enjoy at neighborhood-scale business and the public spaces around them build relationships and community cohesiveness. They're the ultimate social networking sites!

Promotional campaign brought to you by:
Coffeyville Area Chamber of Commerce www.coffeyvillechamber.org
Downtown Coffeyville Inc www.downtowncoffeyville.org

Because Community Matters

SHIFT your shopping to Coffeyville, Kansas

SHOP LOCAL

REASON #2

Strengthen Your Local Economy!

Each dollar you spend at local businesses returns 3 times more money to our local economy - a benefit we all can bank on.

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REASON #3

Shape Our Character!

Why did you choose to live here?
What keeps you?
Local businesses help give our community
Its one-of-a-kind personality.

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REASON #4

Create a Healthier Environment!

Local, community-serving businesses are people-sized. They consume less land, carry more locally-made products, locate closer to residents and create less traffic and air pollution.

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REASON #5

Lower Taxes!

Local businesses put less demand on our roads, sewers, and safety services and generate more tax revenue per sales dollar, helping keep your taxes lower.

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REASON #6

Enhance Choices!

A wide variety of local business, each serving their customers' tastes, creates greater overall choice for all of us.

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REASON #7

Create Jobs and Opportunities!

Locally-owned businesses also are the customers of local printers, accountants, wholesalers, farms, attorneys, etc, expanding opportunities for local entrepreneurs.

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REASON #8

Give Back to Your Community!

Locals donate more than twice as much per sales dollar to local non-profits, Events and teams.

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SHOP LOCAL

THANK YOU!
FOR SHOPPING LOCALLY

By choosing local,
you not only get personal service
and value, you've helped…..

SHIFT

your shopping

to

Coffeyville,

Kansas