
SHOP LOCAL IDEAS

Idea 1: Shop Local campaigns

Many chambers of commerce, boards of trade and other organizations that support business, have been running successful Shop Local campaigns for several months, with their efforts supporting businesses in their local communities, or more broadly, at a regional level.

Several have been running incredibly creative and ingenious campaigns with very little financial backing. The Shop Local funding will allow them to amplify their existing campaigns to reach a broader audience and make a greater impact. The funding will also allow organizations that have not yet launched a Shop Local campaign to do so.

Participants may want to hire a professional team or agency for their Shop Local campaign. Creating content, placing ads, and scheduling social media content will require additional staff time and skills that may be beyond the capacity that some organizations have within their existing staff team. Hiring a professional is an opportunity to once again “Shop Local” and present a high quality and impactful product.

Organizations may also access funding to create a local “marketplace” website. This “marketplace” is a platform where a variety of local businesses can sell through one central website. Businesses can create their profile and upload products directly to the site, which includes an online shop and could potentially also include a shipping service. A “marketplace” website makes it easy for shoppers to purchase items from different stores in one transaction.

Idea 2: Local community/business video campaign

A professionally developed video campaign has the potential to showcase not only a local business and its product or services, but also a neighbourhood, a community or an entire region.

Video, website, and social media content creation support can be a large undertaking and hiring a professional will not only be imperative in the pursuit of a professional and impactful product, but also an opportunity to “Shop Local”.

Organizations will be required to showcase their professionally developed videos as widely as possible.

Idea 3: Supporting local businesses through partnerships with other organizations and non-profits

There is a number of non-profits whose members may not belong to a local chamber of commerce or board of trade. Examples include a locally focused association for a specific sector or a Business Improvement Association, a regional tourism organization or a society formed to host farmers’ markets.

The effort of these non-profits to encourage local consumers to patronize their members' establishments continues to be impactful. Some organizations would greatly benefit from additional funding to build new campaigns or augment and enhance the work they do to promote their members.

The Shop Local program could support these organizations and help amplify their efforts around supporting business through the pandemic. Special consideration will be given to applicants within the tourism and hospitality sector, which have been especially impacted by the pandemic.

ENCOURAGE LOCAL SUPPLY CHAIN USE

Applicants are encouraged to consider local suppliers to assist with development and delivery of their Shop Local campaign. Where suppliers do not exist or are unavailable, applicants are encouraged to explore other nearby suppliers to maximize opportunities for local businesses from surrounding communities.

Leveraging the local supply chain will be part of the applicant criteria and assessed accordingly.

ENCOURAGE YOUTH EMPLOYMENT THROUGH ALL SHOP LOCAL PROGRAMMING

Chambers of commerce and boards of trade are encouraged to consider hiring a student through a number of different programs such as [ICTC](#) or [Venture for Canada](#) to assist in programming, take businesses through the process, and to act as a cheerleader for the local Shop Local campaign.

There are also local **Student Work Placement Programs** and provincial government programs that can support making the student connection and employment.

Leveraging youth employment will be part of the applicant criteria and assessed accordingly.

