

Shop Local BC

Post Campaign Report Template

All post-campaign reports must be submitted through the online application portal at:
<https://shoplocalbc.outcome-plus.com/>

This template is intended only to assist applicants to prepare their submissions. Fields in the online application portal may be slightly different from this planning document.

If you have lost your log-in credentials or require technical assistance, please contact PwC at (604) 484 3490 or shoplocalbc@pwc.com.

For questions regarding the post-campaign report, please review the FAQs on the Shop Local BC website before contacting the BC Chamber of Commerce at projects@bcchamber.org.

NON-FINANCIAL REPORTING

This information will be captured on the 'Final Deliverable' tab of the application portal.

Given the objectives of the campaign you set out in your proposal, describe how your campaign met the objectives. (open text)

Clearly explain how your new Shop Local Campaign or existing campaign amplification met the goals of the Shop Local BC program – to help local businesses survive by:

- Helping consumers understand why shopping local is important.
- Reminding and encouraging consumers to shop local, and often.

Describe the actual campaign activities and timelines. (open text)

Include key milestones and deliverables.

Explain why the actual campaign activities and timelines may be different from what you had originally proposed.

NOTE: All campaigns must be completed by February 15, 2022, and all funds must be disbursed by March 31, 2022.

Provide links to campaign materials and/or samples of legacy materials created.

This may include:

- Link(s) to news releases or news articles
- Link(s) to web pages created
- Link(s) to video content
- Links to social media posts

Upload option:

- Upload images/pdfs showing campaign activities [photos, legacy materials]

Describe the actual audience of your campaign (open text)

Actual Campaign outcomes

Provide the specific metrics associated with your campaign outcomes

- Number of local partnerships created
- Number of resources developed
- Number of social media impressions
- Number of participating businesses
- Number of local suppliers that received funding/contracts to assist with development and delivery of the campaign
- Number of youth employed to help administer the campaign



- Number of people reporting awareness of the campaign (based on reach of ad-buys in legacy media and other promotional activities)
- Number of legacy products that will continue to be used beyond the life of the funded campaign
- Number of people reached through each of the campaign activities (approximation is sufficient)
- Number and types of sectors promoted through the Shop Local campaign

Describe the reasons for any difference greater than 5% between actual and proposed outcomes

(e.g. event cancelled, higher than expected number of youth)

Sector(s) serviced by the Shop Local campaign

(choose all that apply)

- Accommodation and food services
- Administrative and support, waste management and remediation services
- Agriculture, forestry, fishing and hunting
- Arts, entertainment and recreation
- Construction
- Educational services
- Finance and insurance
- Health care and social assistance
- Information and cultural industries
- Management of companies and enterprises
- Manufacturing
- Mining, quarrying, and oil and gas extraction
- Other services (except public administration)
- Professional, scientific and technical services
- Public administration
- Real estate and rental and leasing
- Retail trade
- Transportation and warehousing
- Utilities
- Wholesale trade

If your campaign was unable to reach any sectors mentioned in your proposal, please explain why (open text)

Describe any new partnerships created as a result of your campaign. (open text)

How did your campaign meet your local needs? (open text)

Describe any challenges and opportunities that arose in your area, as well as any lessons learnt from this experience.

Include any recommendations for future Shop Local campaigns in your local area.



How was your campaign inclusive of all local businesses and/or reflect the diversity of your region? (open text)

Describe any challenges and opportunities that arose in this area, as well as any lessons learnt from this experience.

Did your Shop Local campaign assist businesses owned by or businesses that employ:
(choose all that apply)

- Women
- Youth
- Indigenous people
- People of colour
- LGBTQ2S+ people
- People with disabilities

Did your campaign use local suppliers as intended in your proposal? (open text)

Explain how local suppliers benefited from your campaign. Describe any challenges and opportunities that arose in this area, as well as any lessons learnt from using your local supply chain.

Is there anything else you want to add in the post-campaign report that hasn't already covered? (open text)



FINANCIAL REPORTING

This information will be captured on the “Planned Task” tab in the application portal.

- Click on the “Planned Task” tab
- Click on the orange button labelled “Go to Milestone and Task Completion Form”
- In the Action column, click on the “Select” item associated with the milestone of interest

Description of Actual Costs

You will be able to view the budgeted value for each category, and will need to enter the actual costs incurred for each category:

- Advertising / Marketing
- Contracting Fees Related to Activities
- Partnership Development
- Professional Fees Related to Activities
- Supplies
- Salaries and Wages
- Administration

Notes:

- *Administrative costs, including salaries and wages, are capped at 10% of the approved campaign budget*
- *Under the Supplies cost category, the purchase of gift cards is capped at 20% of the approved campaign budget, with a maximum of \$20,000 for projects exceeding \$100,000.*
- *Only irrecoverable taxes e.g., PST, can be included in a request for funding.*

Attach Proof of Milestone Completion

Upload any images or files that illustrate that the campaign activity was completed.

Attach Milestone Invoice

Upload any documents to show the costs incurred (e.g. contractor invoices, purchase order for supplies) AND proof of payment (e.g. evidence of the EFT/E-transfer payment, cleared cheque, receipt.)

No documents need to be uploaded for costs associated with Salaries and Wages or Administration categories.

Note: Please do not submit any personal information such as personal credit card statements or personnel employment records.

Click “complete” and the system will take you to the next page. The claim is not filed until you complete the next step.

Description of Variance

For each of the cost categories where the variance is over 5%, describe the reasons why.



1000 characters max

Click on "Submit Claim" to complete the financial reporting.
The Milestone status will then be updated to "Claim Filed".

