



# Shop Local Contest 6 Month Update

October 2012



# Background

- Created to promote local shopping opportunities
- Website with program info; shoppers submit receipts online: [shoplocal.maricopa-az.gov](http://shoplocal.maricopa-az.gov)
- Monthly drawing for \$100 gift certificate; \$10 certificates for shoppers submitting >\$500
- Certificates valid at 41 participating businesses



# Metrics

- 21 unique shoppers
- \$16,697 in local receipts submitted
- \$700 in gift certificates awarded
  - Five \$100 winners
  - Twenty \$10 gift certificates
  - Funded through Economic Development advertising budget

