



# 2016 Shop Local Campaign

*Prepared by Economic  
Development Department*





# WHY SHOP LOCAL?

- Support Maricopa Businesses
- Keep Dollars in the Local Economy
- Build a Strong Community
- Create Jobs & Wealth
- Encourage Entrepreneurship
- Sales Tax Dollars Drive Community Services

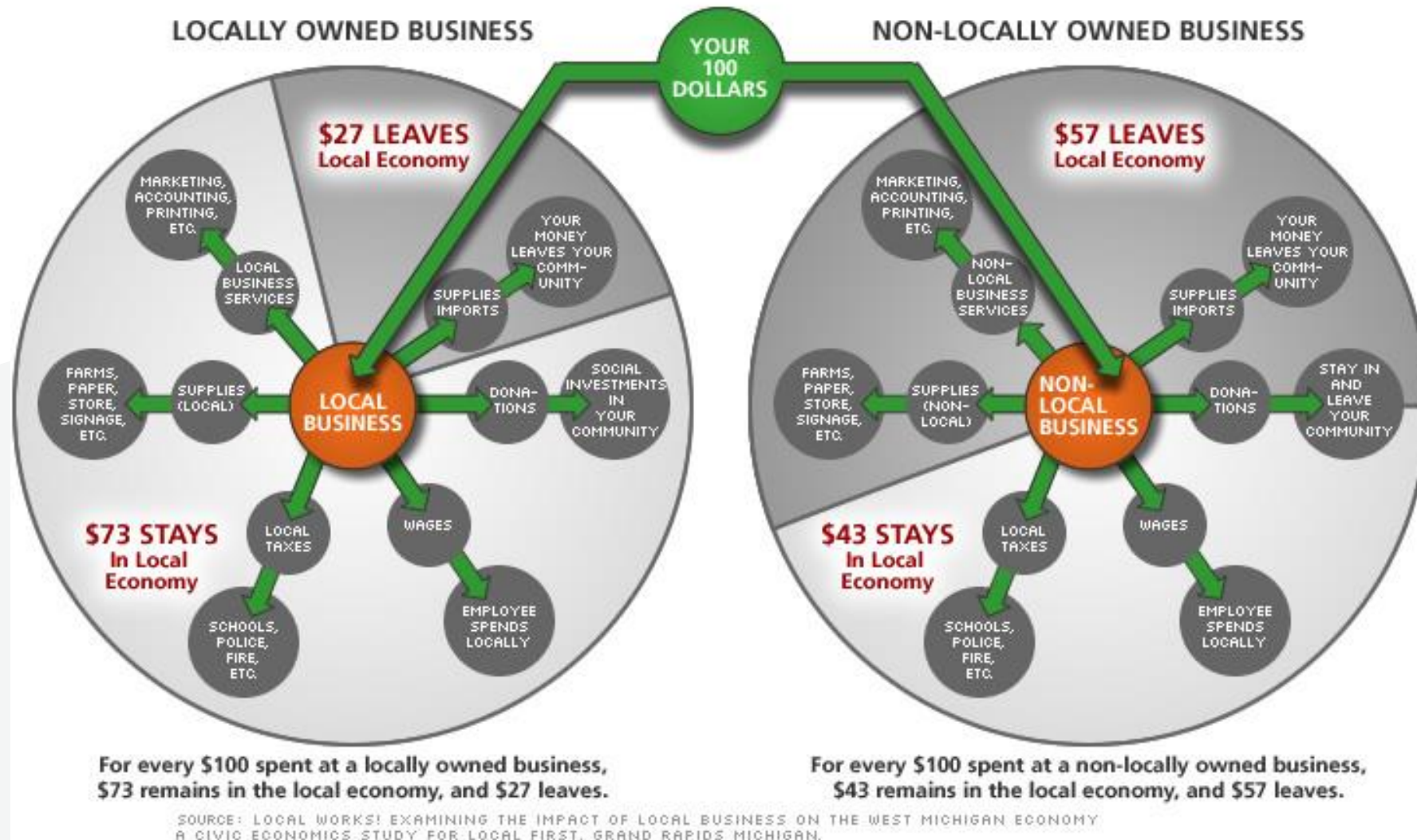




# WHY SHOP LOCAL?

- More than 800 businesses in Maricopa
- 40% with storefronts
- 60% home-based
- Most face competition from businesses in other Valley communities
- Per retail shopping survey, Maricopa residents shop more in Chandler than in Maricopa
- Without local support, businesses quickly fail

# THE IMPACT OF WHERE YOU BUY





# 2015 RETAIL LEAKAGE



## RETAIL LEAKAGE



**Retail Trade**  
**\$329 Million**



**Food & Drink**  
**\$37 Million**



**Clothing & Accessories**  
**\$24.5 Million**



**Vehicle & Parts Dealer**  
**\$127 Million**

# SHOP LOCAL TO TEN



**Save Gas, Time and Money**

**Get better service**

**It's fun**

**Fosters Entrepreneurship**

**Shopping local is worth every penny**

**Community Investment**

**Create more good jobs**

**Keeps Dollars in Maricopa Economy - Put Your Taxes to Good Use**

**Encourage local prosperity**

**Keep our community unique – Hometown Pride**



# COPA BINGO!

Shop at independently-owned Maricopa local businesses between October 6 and December 31 and enter to win prizes.



## Official Entry Form

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

### Business Category Key

- Coffee, Tea, or Cafe
- Stylist or Barber
- Bread, Yogurt or Dessert
- Online in or takeout)
- Show, Art Exhibit
- Flower, or Pet Store
- Spa, Yoga or other Activity
- Wash, or Parts Store
- Insurance, Legal, CPA, etc)
- (Chiro, Dr, PT, Eye)

### How do I play Copa Bingo?

Like traditional bingo you have a card to collect stamps. Do or buy something suggested on the Bingo Card and get your card stamped at the business. Complete one line on your card and it counts as a single entry, and fill out the entire card (BLACKOUT!) and get entered SEVEN times. The line can be vertical, diagonal or horizontal.

### Rules for Entry:

To enter electronically, you MUST do three things:

1. Snap a photo of yourself at each location and tweet or Facebook a picture using the hashtag #CopaBINGO & tag the establishment you're visiting & tag @MaricopaMatters
2. Email ShopLocal@maricopa-az.gov a photo or a scanned copy of your winning card with the correct boxes stamped.
3. Make sure your email includes your name, phone number, and social media information (twitter handle or Facebook).

To enter a paper card you MUST do three things:

- Save your receipts!
- Mail or drop off your cards at Copper Sky, MCE, Maricopa Chamber of Commerce or City Hall 39700 W. Civic Center Plaza.
- Make sure your name, address, phone number and email address are written clearly on the back of your bingo card.

## COPA BINGO!

- High Probability of Community and Business Engagement.
- Easy Tracking of Participation.
- Ability to Have Broad Business Categories
- It's FUN!



# 24 Business Categories

Bingo format allows for a broad range of business categories, which encourages consumers to visit and shop at establishments they might not normally go to.





# HOW TO PLAY

- Like Traditional Bingo
- Shop at independently-owned Maricopa local businesses between October 6 and December
- Do or buy something suggested on the Bingo Card and get stamped
- A Single Line Stamped Counts for One Entry
- A Full Stamped Card is a “Black Out”
  - Counts as FIVE entries
  - Entered into a special drawing for Breakfast with the mayor

**COPA**  
**BiNGO!**

# RULES FOR ENTRY – SOCIAL MEDIA

- Snap a photo at each location and tweet or Facebook a picture using the hashtag #CopaBINGO, tag the establishment AND tag @MaricopaMatters
- Email ShopLocal@maricopa-az.gov a photo or a scanned copy of your winning card with the correct boxes stamped

**COPA**  
**BiNGO!**

# RULES FOR ENTRY – SNAIL MAIL

- Mail or drop off your cards at drop off zones:
  - Copper Sky
  - MCE
  - Maricopa Chamber of Commerce
  - City Hall
  - CAC
  - High School
  - Province
  - Maricopa Library

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**BiNGO!**

# PRIZES

- Drawings occur every two weeks during the campaign
- Gift Cards from local businesses (purchased by Economic Development)
  - Bi-weekly prizes \$50 cards (Five total)
  - Grand prize \$250 card
  - Blackout prize: Coffee with the Mayor
- Soliciting businesses to donate items for weekly drawings

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**BiNGO!**



# MARKETING & PROMOTION

- Billboard
- Advertising
- Heavy social media
- Email campaigns
- Direct mail to businesses
- PR
- Signage
- Three business information sessions
- HOA presentations
- Why Shop Local - Video Series
- Community Ambassadors





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## TIME FRAME

- Program Run: October 5 through December 29
- Presentation to Council: September 6, 2016
- Launch to Businesses: September 13, 20 & 27
- Launch to Public: Wednesday October 5, 2016 - Program will kick-off at State of the City



# MEASURE OF SUCCESS

- Number of businesses participating
- Number of Copa Bingo cards submitted
- Level of social media interaction



QUESTIONS?