



# 2017 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

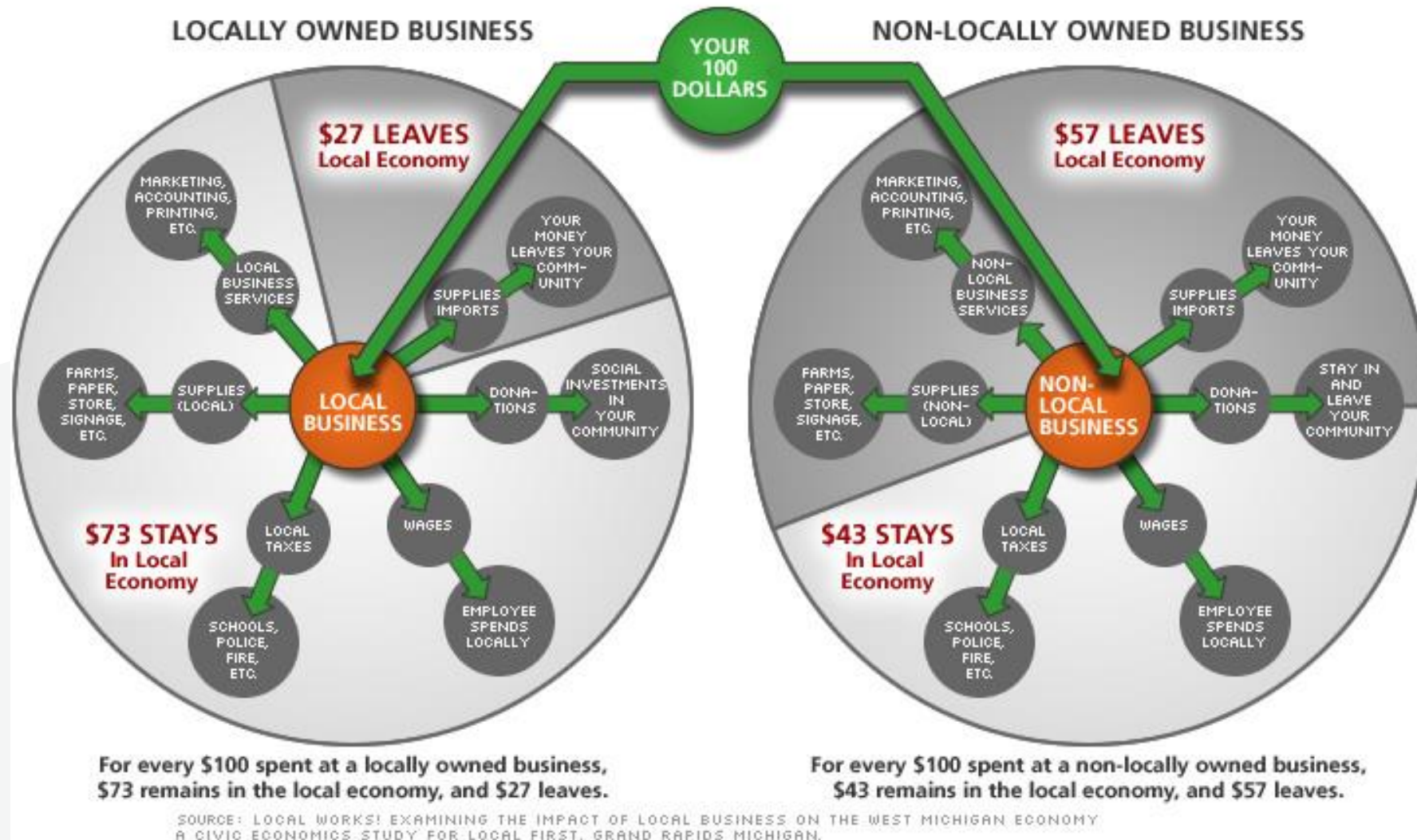




# WHY SHOP LOCAL?

- More than 900 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



# NATIONAL CHAINS VERSUS INDEPENDENT RETAILERS

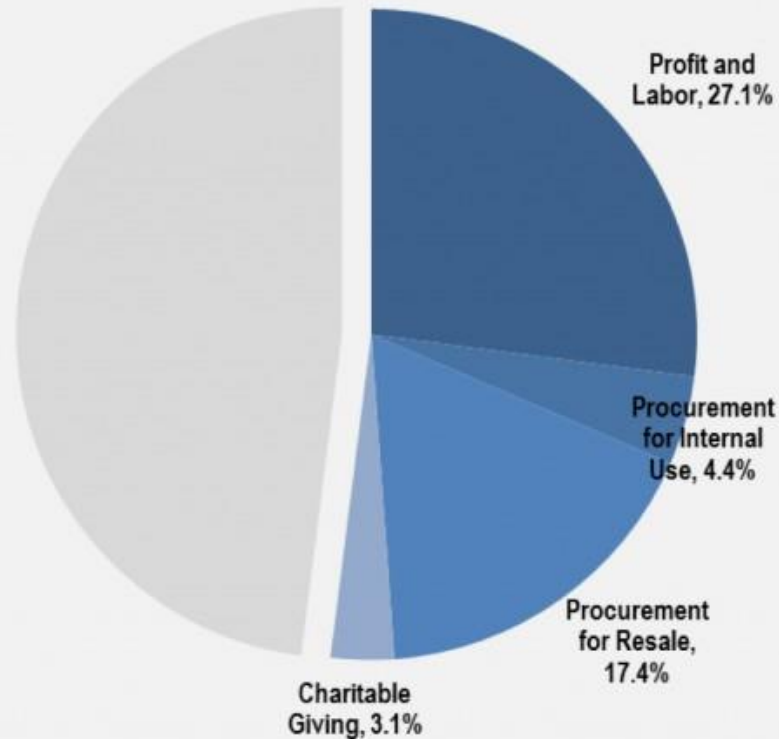
## SALT LAKE CITY, UTAH

### National Chains



Local Recirculation of Revenue:  
**13.6%**

### Independents



Local Recirculation of Revenue:  
**52.0%**

Locally owned stores generate four times as much economic benefit for the surrounding region as shopping at a chain.



# 2017 RETAIL LEAKAGE



**TOTAL RETAIL LEAKAGE:**  
**\$368.8 Million**



**General Merchandise**  
**\$54.9 Million**



**Furniture & Home  
Furnishing Stores**  
**\$18.9 Million**



**Electronics &  
Appliance Stores**  
**\$19.2 Million**



**Building Materials,  
Garden Equipment &  
Supply Stores**  
**\$36.9 Million**

# SHOP LOCAL TOP TEN



# COPA BINGO!

Shop at a Locally-Owned Maricopa businesses between October 4 and December 27 and enter to win prizes.



CITY OF  
**MARICOPA**  
Pueblo Hispano - Povoanous Futuras

Businesses can initial the square if they don't have a shop local stamp.

## Official Entry Form

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

- Category Key**
- Tea, or Cafe
  - Barber
  - Spout or Desert
  - (takeout)
  - Art Exhibit
  - Store
  - Other Activity
  - Parts Store
  - (CPA, etc)
  - (PT, Eye, etc)

**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. If the business does not have a stamp the employee may initial the square. Complete one line on your card and it counts as a single entry, or fill out the entire card (BLACKOUT!) and get entered FIVE 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, tweet or Facebook the picture using the hashtag #COPABINGO & tag the establishment you're visiting & tag @MaricopaMatters  
 2. When you have BINGO, email a photo or scanned copy of your BINGO Card (front & back) with the correct boxes stamped to ShopLocal@maricopa-az.gov  
 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:  
 1. Make sure your name, address, phone number and email address are written clearly on the back of your bingo card.  
 Mail or drop off your cards at Copper Sky Maricopa Public Library, MCE, Maricopa Chamber of Commerce, CAC (library bldg. B) or Maricopa Quinones (members only), Maricopa High School City Hall.

Entries are due by midnight on 12/27/2017.

For more information regarding your entries, please call The Marketing Department at 520-316-6990



# 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 4 and December 27
- 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
  - “Black Out” prize

The logo for COPA BiNGO! features the word "COPA" in a bold, green, sans-serif font with a slight shadow effect. Below it, the word "BiNGO!" is written in a larger, bold, blue, sans-serif font, also with a shadow effect. The exclamation point is part of the word.

# RULES FOR ENTRY – SOCIAL MEDIA

- Snap a photo at each location
- Tweet it or post to Facebook using the hashtag #CopaBINGO,
- Tag the establishment AND tag @MaricopaMatters
- Email a photo or scanned copy of your winning card to ShopLocal@maricopa-az.gov

**COPA**  
**BiNGO!**

# RULES FOR ENTRY – DROP OFF

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

**COPA**  
**BiNGO!**

# PRIZES

- Drawings occur every week during the campaign
- Gift and Gift Cards from local businesses
- Weekly prizes worth at least \$50
- Grand prize \$250 card
- Blackout prize TBD
- Solicited businesses to donate items for weekly drawings

**COPA**  
**BiNGO!**

# MARKETING & PROMOTION

- Advertising
- Heavy social media
- Email campaigns
- PR
- Signage
- Three business information sessions
- City boards and commissions presentations
- HOA presentations
- Why Shop Local - Video Series
- Community ambassadors



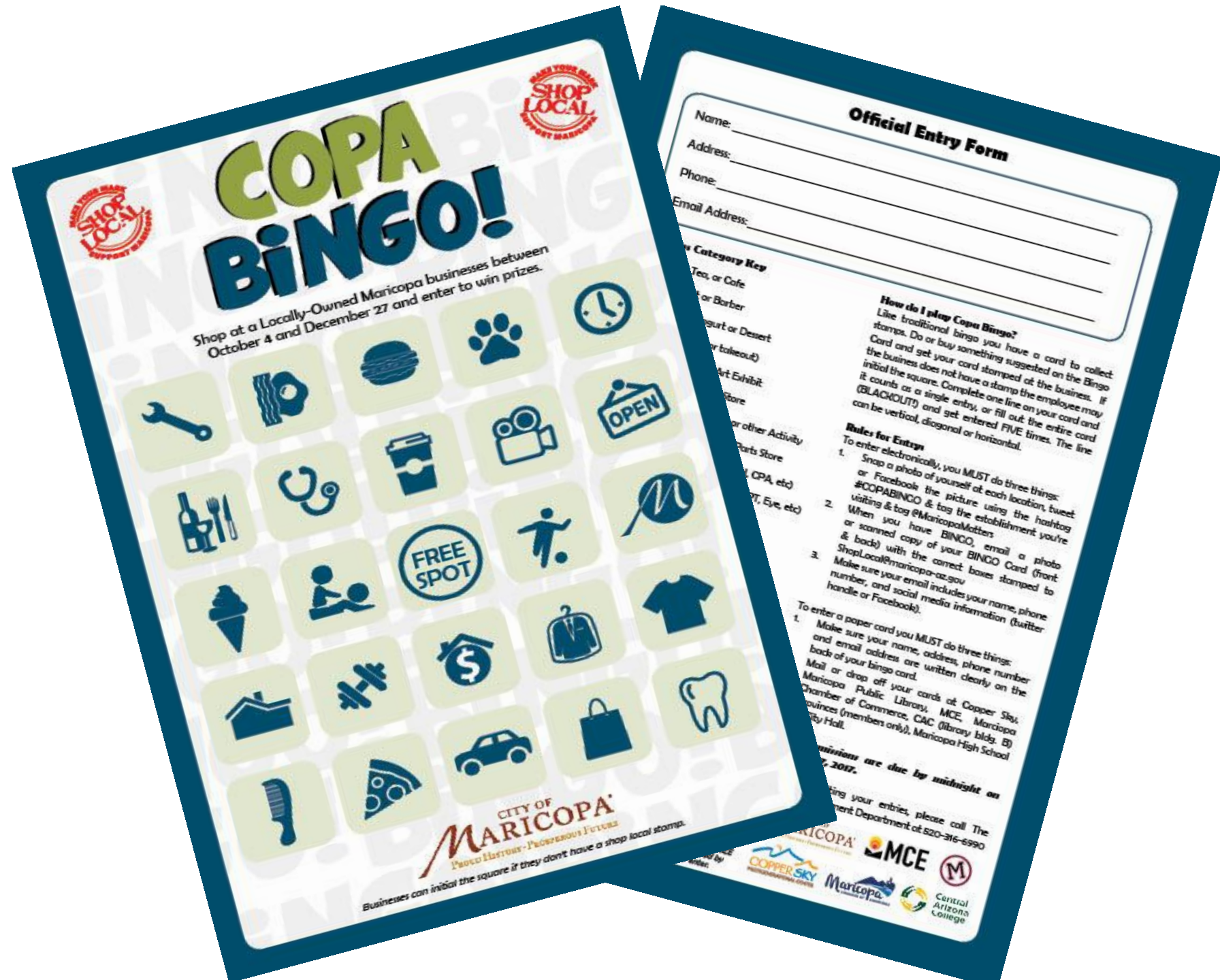
# NEW THIS YEAR!

- Community Engagement
  - MAP Volunteers
  - High School Involvement
  - Community College Involvement
  - Local Organizations
  - City Boards and Commissions
  - Home Owner Associations
  - Social Media Push



# TIME FRAME

- Campaign Run:
  - Oct. 4 - Dec. 27
- Businesses:
  - Sept. 12, 20 & 27
- Campaign kick-off
  - State of the City





# MEASURE OF SUCCESS

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



QUESTIONS?