



# City of Maricopa

## Legislation Text

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**File #:** PRES 17-35, **Version:** 1

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The Mayor and City Council shall hear a presentation regarding Copa Bingo! Shop Local Initiative and new changes for 2017. Discussion Only.

The Shop Local Campaign is a multi-year campaign initiative to stem retail leakage by raising community-wide awareness of the many benefits of shopping locally and encouraging residents to think Maricopa first. The following are a few ways shopping locally benefits Maricopa residents and the community:

1. Supports Maricopa businesses
2. Keeps dollars in the local economy
3. Builds a strong community
4. Creates jobs and wealth
5. Encourages entrepreneurship
6. Sales tax dollars' fund community services

Staff is presenting Copa Bingo! Shop Local, funded with existing advertising budget dollars, that will run from October 4th to December 27th 2017. Kicking-off at the 2017 State of the City.

### Program Details

The 2017 Shop Local Campaign will engage the business community and residents through a hands-on activity called "Copa Bingo."

### Why Bingo format

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

Participants enter via social and/or drop off at community ambassador location:

- Copper Sky
- MCE
- Maricopa Chamber of Commerce
- City Hall
- CAC
- High School
- Province
- Maricopa Library

### Prizes

- Drawings occur every two weeks during the campaign
- Gift Cards from local businesses
- Bi-weekly prizes worth at least \$50 cards (Five total)
- Grand prize \$250 card
- Blackout prize (full bingo card): Round of Golf at the Duke at Rancho El Dorado
- Soliciting businesses to donate items for weekly drawings

### Marketing & Promotion

- Print Advertising

- Heavy social media
- Email campaigns
- Direct mail to businesses
- Signage
- HOA presentations
- Boards and Commissions presentations
- Why Shop Local - Video Series Featuring Mayor, Council and Chamber of Commerce Executive Director
- Community Ambassadors

Staff will also host a series of three Shop Local meetings to engage commercial and home-based businesses. Businesses will learn about the benefits of shopping local and will receive a Copa Bingo Business Kit. The kit will contain: signage, shop local stamp, instructions, Copa Bingo cards and a poster to display if offering discounts to Copa Bingo Participants.

The three Shop Local meetings are scheduled for the following dates. Information will be mailed to local businesses, shared in the monthly Maricopa Matters e-newsletter, and posted to the City website and Maricopa Matters Facebook page:

- September 12 from 5:00-6:00 p.m.
- September 20 from 11:30-12:30 p.m.
- September 27 from 8:00-9:00 a.m.

This item will be presented by Economic Development Specialist Ms.Mary Wolf-Francis.

City Manager recommends that the Mayor and City Council receive this presentation and provide direction on the proposed Shop Local Campaign.