

“BUY IT LOCAL” Campaign

Buy It Local is a new campaign where Omaha area business owners and decision makers are joining together to promote and enhance our local economy.

We, the local businesses of the Omaha Metro area, want to invite you to join us in our Buy It Local campaign. We want to make sure everyone knows that our area has not been as affected by the severe economic downturn as other cities.

The Mayor’s office and the Omaha Chamber of Commerce are currently promoting the Omaha economy to the public in general. The difference with the Buy It Local campaign is that our approach is going to be more focused because we will be working with the private sector.

Our goals are to:

- Promote local businesses
- Promote the stability of the local economy
- Change the mindset of the consumer by combating the negative commentary
- Educate the consumer on the benefits of supporting locally-owned businesses
- Encourage the consumer to keep spending as they normally would

Please invite any of your networking groups, business associates in the area, or anyone you know who wants to make a difference in our community to come to our next meeting this Friday, December 19th, 11:30 a.m. – 1:00 p.m. at encompass C3 (10842 Old Mill Road, Suite 2). A buffet lunch will be available for purchase at the door.

Agenda:

- Overview of Buy It Local Campaign
- Commercial Advertising

- Promoting to Business Clients
- Web Presence
- Business Sponsorships
- Volunteer Support

Please call me with any questions you have.

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