



MEMO

To: Economic Development Standing Committee

From: The Manager of Economic Development

Date: May 29, 2023

Subject: Summer 2023 Shop Local

In November 2022, the Economic Development department facilitated a shop local event. From all accounts and feedback the event was a success drawing shoppers out to local businesses for a great evening. While following up with retailers, it was very clear that there was a desire for a second event in the year. During the budget process, Staff budgeted for two events in 2023. One in the summer and another in November.

There were initial discussions of a downtown closed street event, but after consultation with several local businesses, the input received led us back to the the format used in November.

This event is scheduled for Thursday July 27th. As previously, staff will work with retailers to produce a mailer piece that will go out to each residence in the City. This booklet will allow for a small spot for a retailer's promotion and details on the event. The day will feature draws for shoppers and, with the support of our hospitality businesses, promotion of special dining features. Advertising for the day will be done digitally, in print and on the radio.

This event is a great support to our local business community especially those businesses who have limited to no advertising budget. An event like this sponsored by the municipality, is a big part of the City's Business Retention and Expansion efforts. Further, as seen in November, it fosters a sense of community. Both business owners and shoppers alike commented that the event was as much about shopping as it was about being out and socializing.

Respectfully submitted,

Steve Antunes