

Buy Local Marketing Campaign

Regional Development and
Sustainability Committee
July 20, 2010

Buy Local Marketing Campaign

- ❖ OED hosted a buy local workshop (2009)
- ❖ OED allocated neighborhood business district funding for “Buy Local Marketing Campaign”
- ❖ Competitive processes for buy local marketing consultant and targeted neighborhoods
- ❖ Participating neighborhood organizations:
 - Ballard Chamber of Commerce
 - Columbia City Business Association
 - MLK Business Association
 - Rainier Chamber of Commerce
 - West Seattle Junction Association



Campaign Approach

growseattle
office of economic development

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your business

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your business

GREEN
your business

WELCOME

Seattle is an extraordinary city in which to do business, and we are ready to support you and your business any way we can. This site is dedicated to helping you easily navigate the regulatory terrain, and to quickly access business services offered by local, state and federal governments and their partners. By combining your talent and ingenuity with our responsive, reliable support, we can work together to grow your business, grow jobs, and grow Seattle.

speak with someone now

FAQs

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Ballard



Columbia City



Columbia City Ale House



Bob's Quality Meats



Othello and Graham



Huarachitos Restaurant



Viet Wah and Joy Palace



Rainier Valley



Maya's Restaurant



King Donuts and Espresso



West Seattle



Next Steps

- ❖ Initial campaign concepts to OED (July)
- ❖ Create marketing materials and develop implementation plan (August - September)
- ❖ Campaign Launch Event (mid to late September)

