



Katja Macura  
Co-Executive Director, LOCO BC  
[katja@locobc.com](mailto:katja@locobc.com)

April 26, 2016



LOCO BC is a non-profit local business alliance focused on growing the local economy in British Columbia.





**LOCO IS A GROWING  
ALLIANCE OF LOCAL  
COMPANIES WORKING  
TO STRENGTHEN OUR  
COMMUNITIES, GROW  
THE LOCAL ECONOMY  
AND BUILD STRONG,  
SUSTAINABLE  
BUSINESSES.**

**com**

**OUR MISSION**  
is to shift  
purchasing  
dollars to and  
between local  
businesses in  
BC.

# What we do

## BUSINESS NETWORK

- Connects local businesses so they can release the value they have for each other
- Programs to support growing businesses

## RESEARCH & ADVOCACY

- Power of Purchasing (2013)
- E-commerce & Local Retail (Dec 2015)
- Local Impact Assessment Framework
- #BCBuyLocal campaign

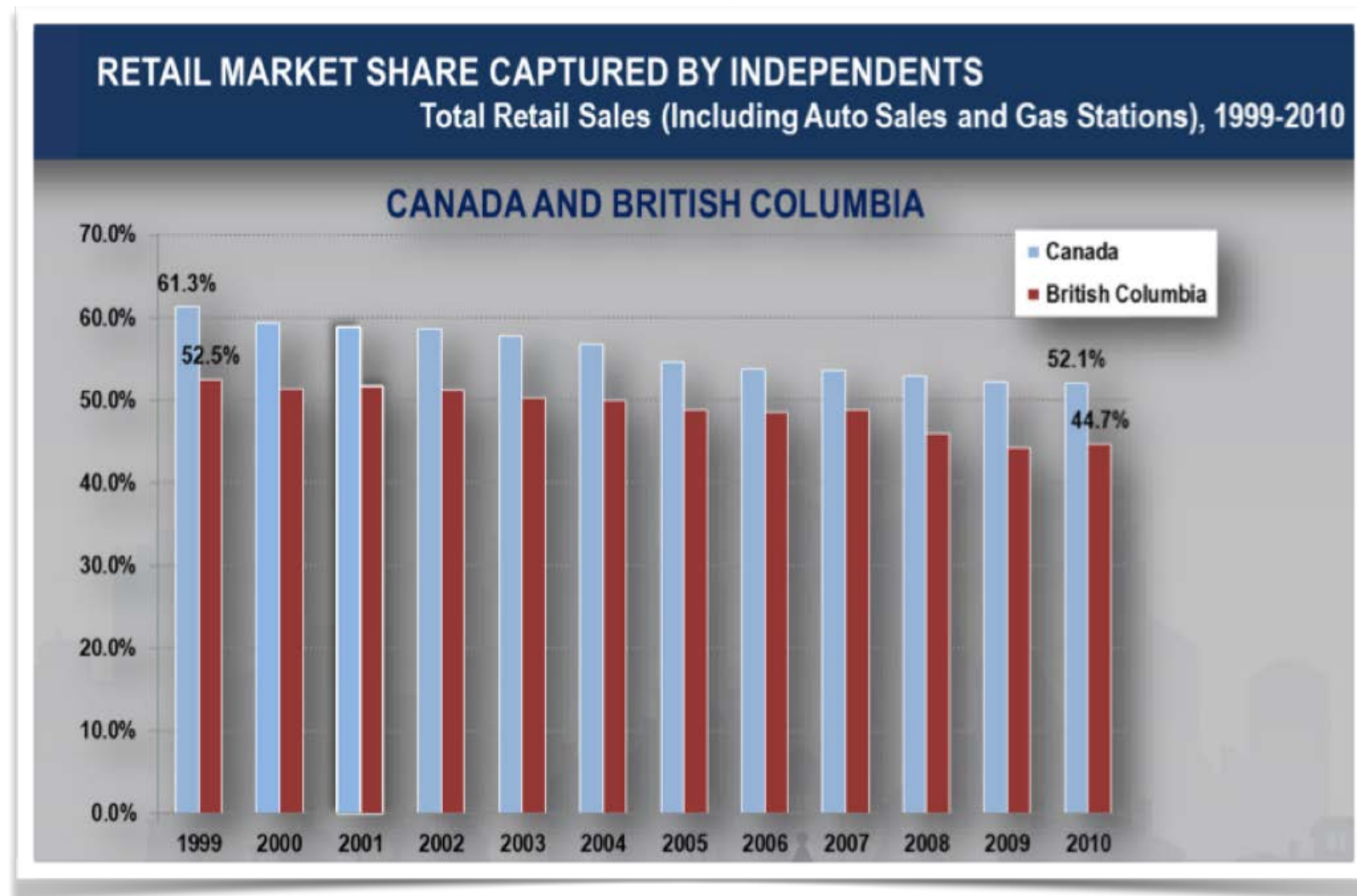


# Why Local?

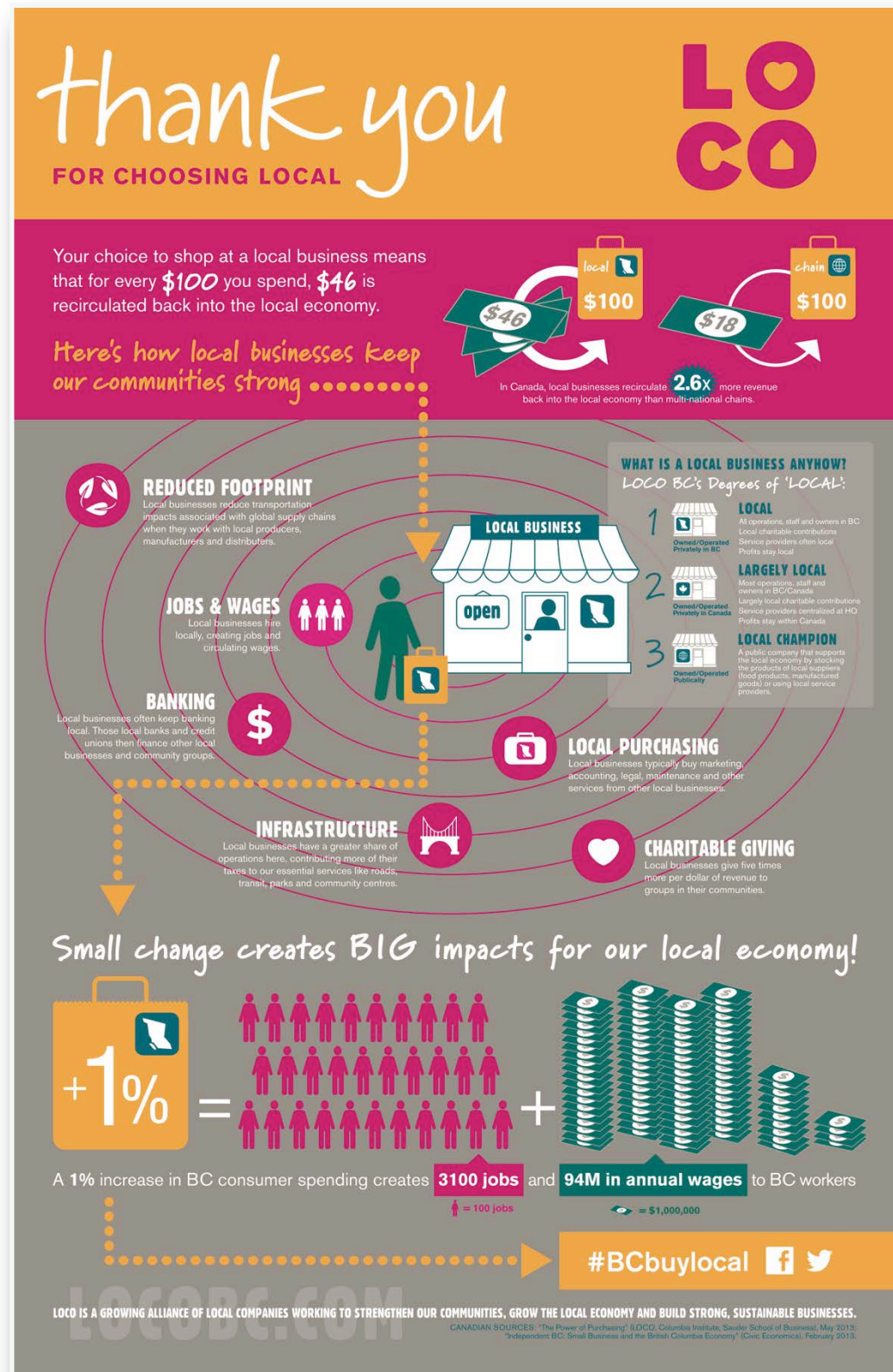
Canadian local businesses in have **less than 1/2 the total market share** on average

**Market share** by local business has **dropped approximately 15%** in the last 11 years

**BC local retailers** have the **3rd lowest market share** in the country



# Local Generates Value



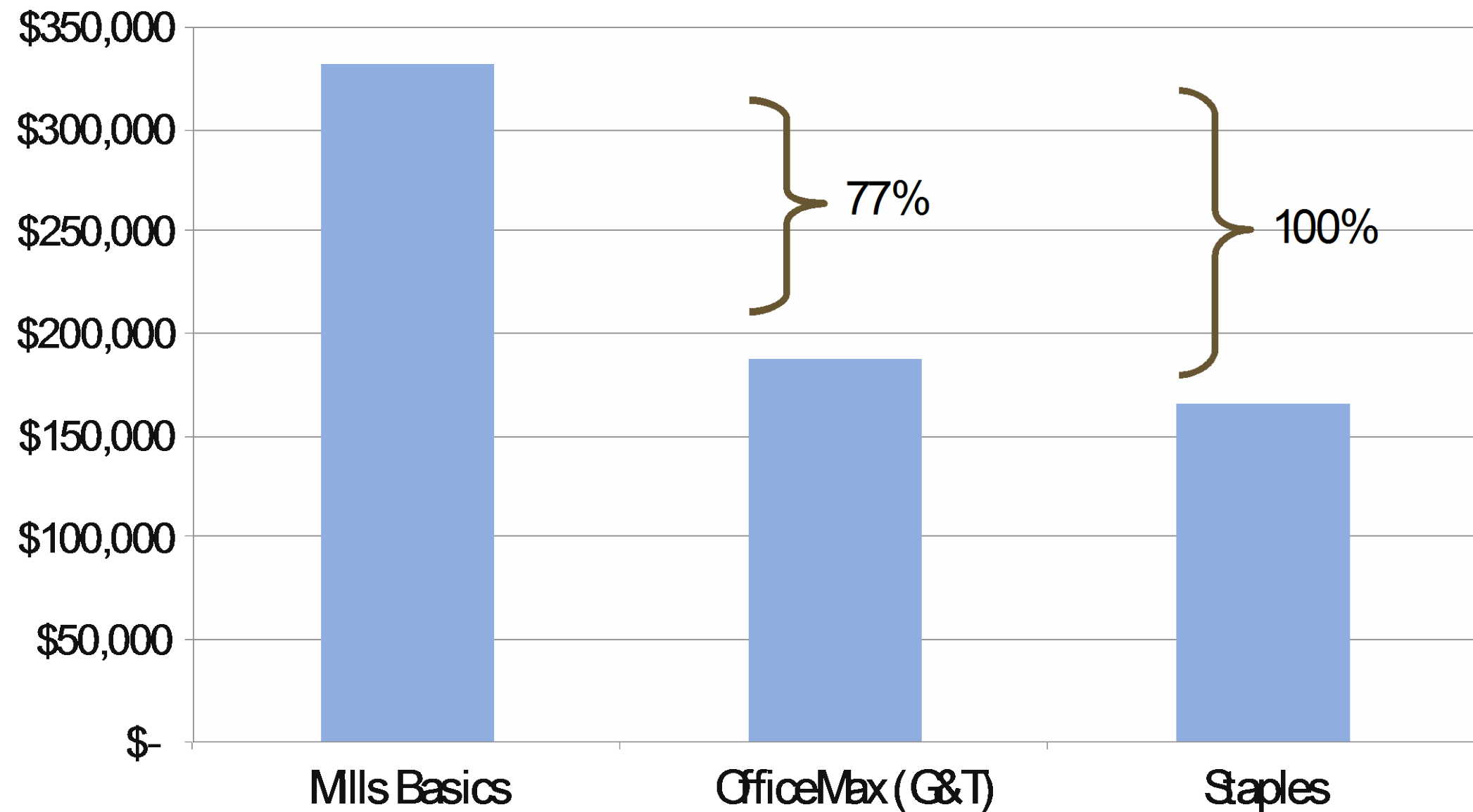
Local businesses recirculate. **2.6x more** revenue locally

Small shifts in local purchasing have a disproportionately large impact on jobs and wages in BC.

Shifting 1% of purchases to BC owned businesses can generate **3100 jobs** and **\$94 million in wages** in the BC economy.



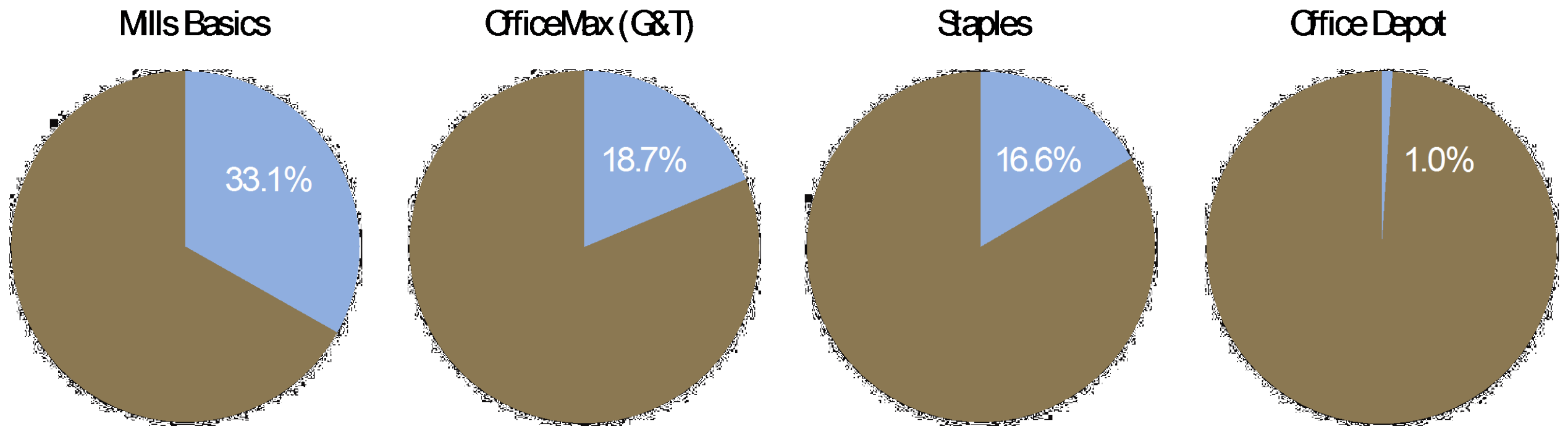
# Local Purchasing



Direct local recirculation based on a \$1 million contract



# Local Purchasing

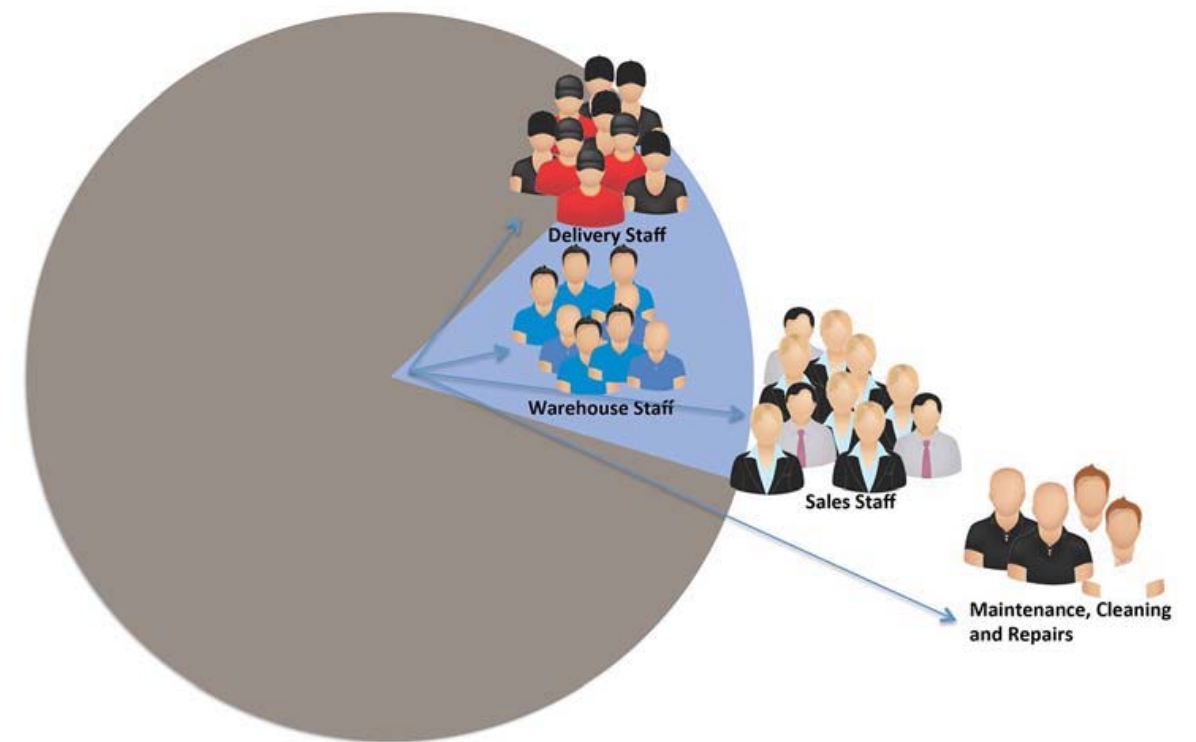


local purchasing as % of total purchasing





# OUTCOMES





# Outcomes

Enhance our  
communities

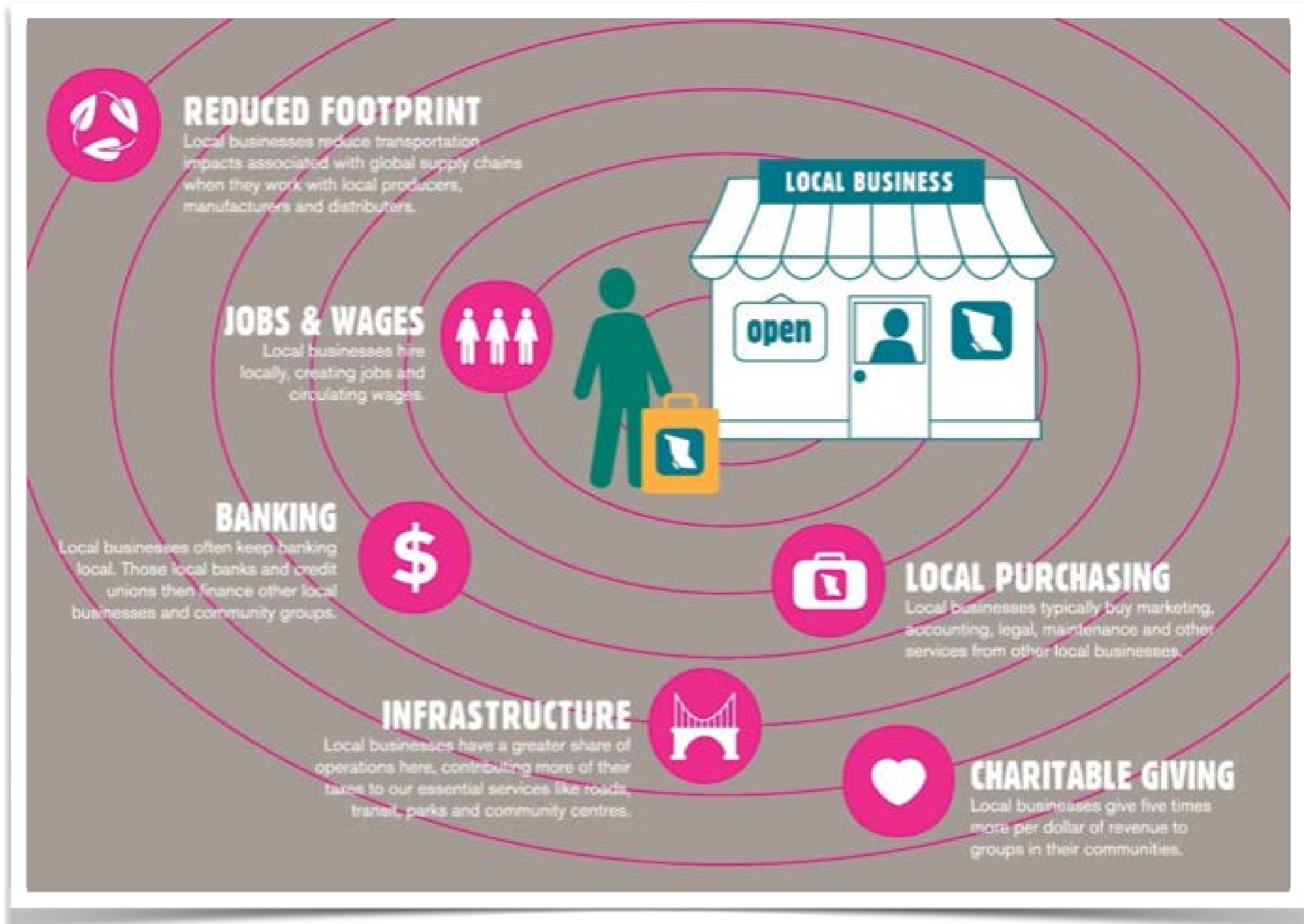
Enhance wealth  
& employment

Enhance social  
outcomes



Mills Office Productivity at Vancouver Food Bank

# Outcomes





# Buying Local

Benefits	Challenges
<ul style="list-style-type: none"><li>- Immediate impact</li><li>- Local recirculation</li><li>- Relationships</li><li>- Quality</li><li>- Service</li><li>- Brand enhancement</li></ul>	<ul style="list-style-type: none"><li>- Defining local</li><li>- Measuring local impact</li><li>- Prioritizing values<ul style="list-style-type: none"><li>- Local</li><li>- Green</li><li>- Social</li></ul></li><li>- Supplier capacity / product availability</li><li>- Real or perceived cost</li></ul>

# Defining Local



## **LOCAL OWNED DEFINITION**

Businesses that are locally owned in BC are private companies (ex. single owner or partnership, employee owned, co-operative or social enterprise/non-profit) with headquarters in BC, and >50% of owners residing in BC.



## **LOCAL GROWN DEFINITION**

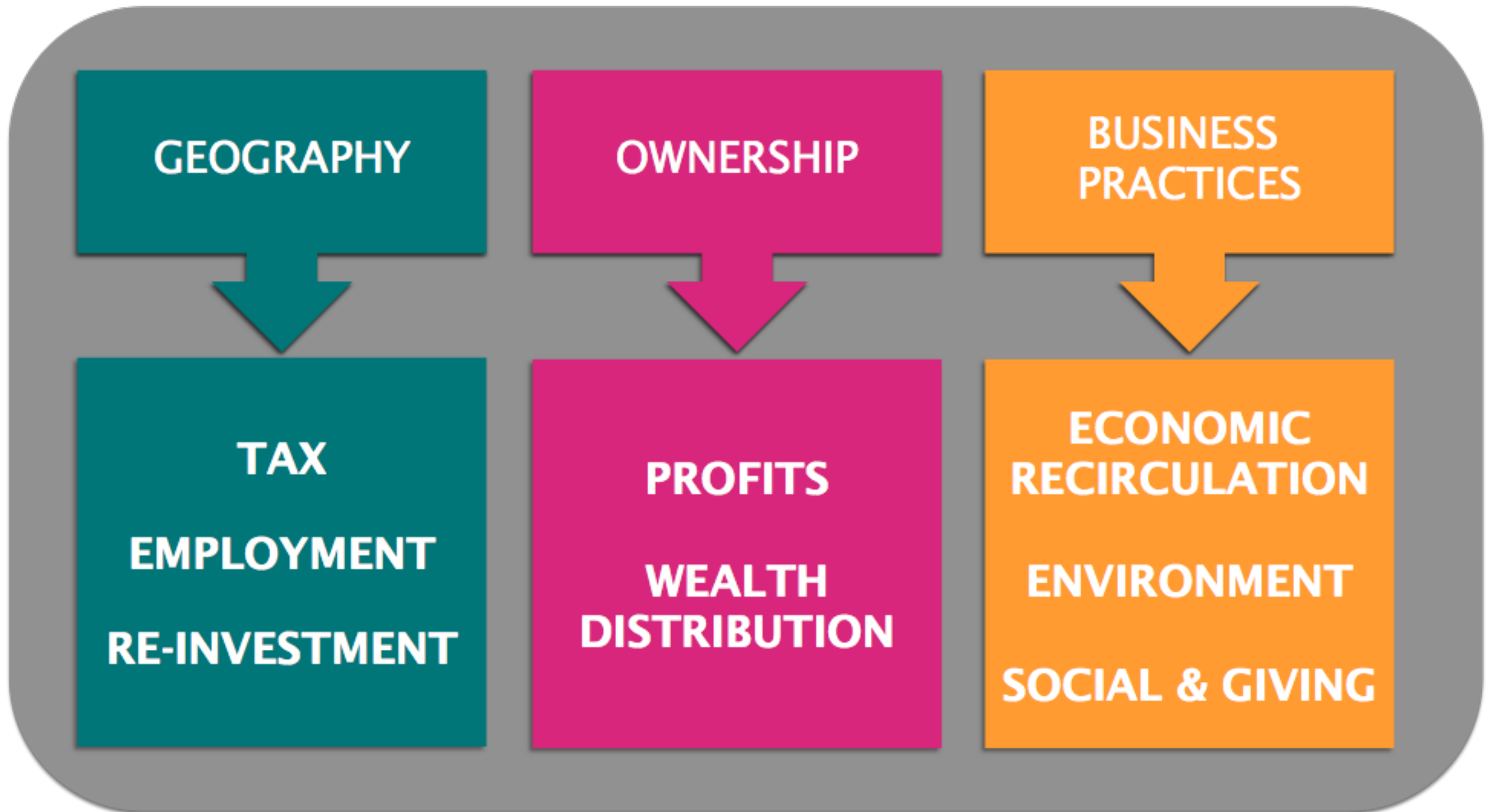
Locally grown products are agricultural products that are grown in BC (ex. food, plants, fibre, wood), or are manufactured product with >50% materials grown in BC.



## **LOCAL MADE DEFINITION**

Locally made products are wholly or largely (>50%) manufactured or processed in BC. Can include products produced without local materials or ingredients. Locally made food, clothing, wood products etc. with local ingredients or materials can add "Local Grown" if applicable.

# Local Impact Framework







## Purchasing

90% vehicle servicing suppliers  
local owned

100% service suppliers local  
owned (keeners car wash)

100% local made marketing  
merchandise

20% inventory and consumables  
suppliers local owned

Green fleet replacement cars

## Growing the Local Movement

LOCO Community Partner



# #BCBuyLocal Campaign Framework



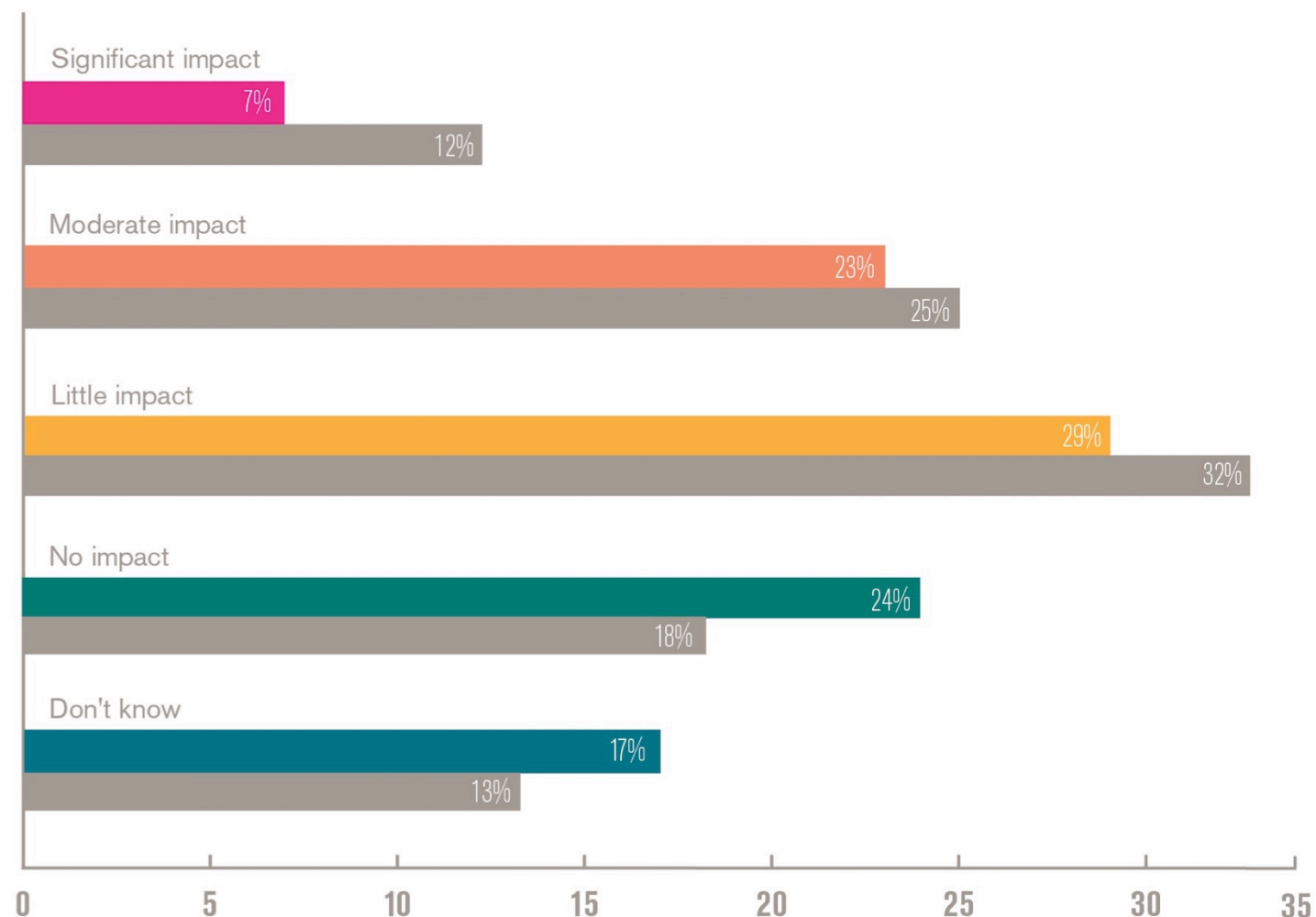


# Buy Local Campaigns Work

## Impact of Buy Local Campaigns

Colours = BC Results

Taupe = North American Results



Buy local campaigns can:

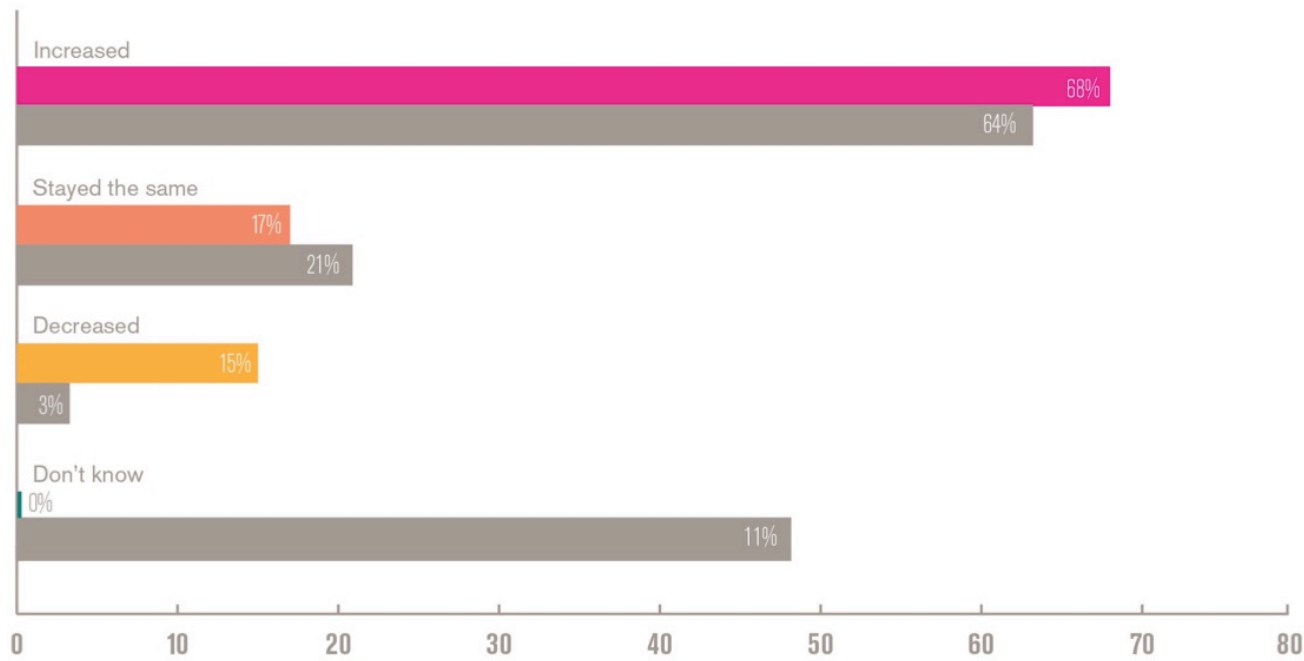
- **increase local sales 3.5% or more**
- **increase customer loyalty**
- **bring new customers to area businesses.**



# Buy Local Campaigns Work

## 2014 Change in Public Awareness of Benefits of Buying Local

Colours = BC Results  
Taupe = North American Results



2014 in B.C. :

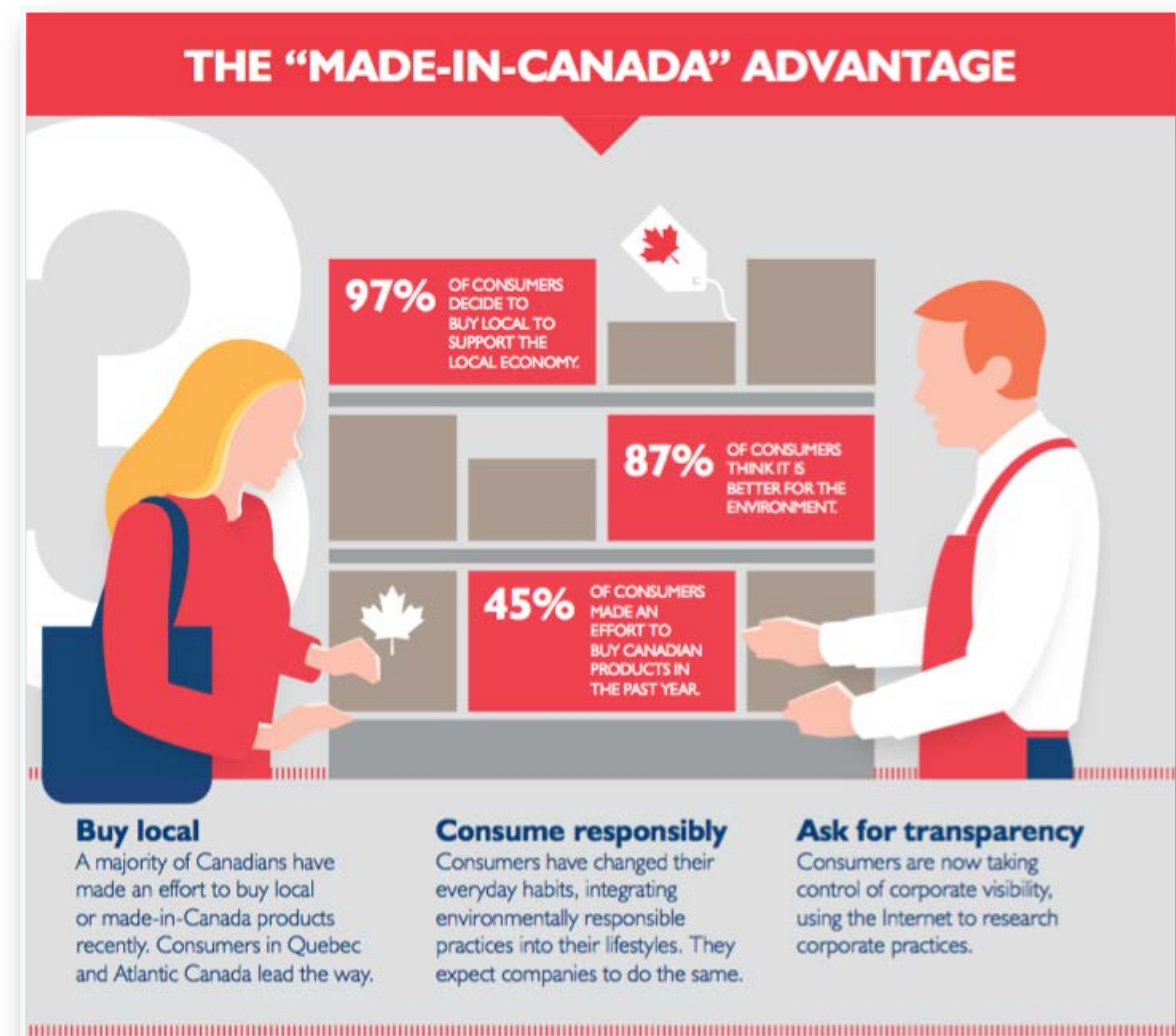
- **30%** of businesses reported **moderate to significant impact** of Buy Local campaigns
- **68%** reported **increased public awareness** of the benefits of buying local

# Consumers Love Local

A 2015 LOCO survey found:

- **69%** of **consumers value Canadian ownership** as “Most Important” or “Important” when shopping
- **50+%** of consumers are seeking **locally made products**
- **~50%** of consumers prefer to buy from **businesses based in their Province or City**

In 2013 the BDC reported that **45%** of Canadians **make an effort to buy Canadian** products. They counsel businesses to identify as locally owned, and to highlight locally



# #BCBuyLocal

[#BCBuyLocal](#) is a year-long campaign highlighting **BC Local Owned** business and well as **BC Local Made and Grown** products and the **BC Local Champion** consumers who love them.

The objectives of the campaign are to:

- **Illuminate** B.C.-owned businesses and products to the market, allowing consumers to shift spending towards local businesses and products.
- **Engage** locally owned businesses in identifying [how they are local](#) and how to market themselves as local.
- **Maintain** an ongoing BC Buy Local campaign platform to unify and support the Buy Local message across the province.





# Linking Local Efforts

## Business Networks

- Build the buy local movement by **connecting to a larger message**
- **Engage locally owned businesses** in a campaign focused on their success
- Capitalize on **growing consumer** buy local and #BCBuyLocal **awareness**

## Businesses

- **Communicate the local characteristics** to consumers who care
- Capitalize on **growing consumer** buy local and #BCBuyLocal **awareness**
- Offer a way for local-supporting **corporations to highlight their local** grown and local made products

# #BCBuyLocal





# #BCBuyLocal

**LOCO**

BC BUY LOCALWHY LOCAL?MAPEVENTSSTORIESPARTNERS

#BCbuylocal

**BC BUY LOCAL**

bcbuylocal.com

Township of Langley

Discover BC-based businesses and celebrate their contribution to our economy and communities.

Stay up to date on local businesses and products with our newsletter!




Let us know your favourite local businesses and products. Join the conversation with #BCbuylocal.




First name



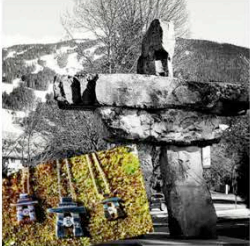
Last name

Email address

SIGN UP







23



# Key Campaign Activations

## BC Buy Local Food & Grocery

May 2016

- Objective: build dot visibility to consumers via grocery store presence
- Highlight local retailers, food producers & makers
- Merchandising collateral to highlight local products
- Consumer contest to engage them in finding the dot in grocery stores.
- Digital marketing

## Celebrate BC Buy Local Awards

lead up to BC Day, 2016

- Objective: celebrate businesses using the campaign to connect with consumers
- Storytelling content and media outreach. Social media driven campaign
- Ongoing social media marketing to identify award winners

## BC Buy Local Week:

November 28 – Dec 4, 2016

- Social media contest
- BC and local municipal proclamations
- BC Buy Local Collateral
- BC Buy Local Week media and PR promotion
- Partner Events listings
- Partner business map listings

# #BCBuyLocal Week Results

## SOCIAL MEDIA CHANNEL ACTIVITY

CHANNEL	BEFORE: as of Nov 30	AFTER: As of Dec 18
INSTAGRAM	891	1001 #BCBuyLocal 2,666 posts #BCBuyLocal 47,323 impressions
FACEBOOK	1657 likes	1697
TWITTER	4958 followers	5044 followers top tweet 2318 impressions #BCBuyLocal 617,384 timeline deliveries 219.060 reach
LOCO BUSINESS LIST	1537	1547
LOCO CONSUMER LIST	392	427 +400 from Tyee contest LOCO consumer email opt in
TYEE CONTEST	2016 entries	1624 entries 400 for LOCO consumer email opt-in

# May 2016 | Eat Local



Support **BC Food Producers**

*Eat local*  
**SUPPORT BC  
FOOD PRODUCERS**  
**#BCBuyLocal**

**Look for the pink dot**  
**AT GROCERY STORES ACROSS BC**  
& buy food products made, grown & owned  
by British Columbians.  
[www.bcbuylocal.com](http://www.bcbuylocal.com)



# May 2016 | Eat Local

## CAMPAIGN ACTIVITIES & OPPORTUNITIES

### Consumer Eat Local Challenge & Photo Contest

Start off the summer with an Eat Local BBQ. Tag your favourite products [#BCBuyLocal](#) for a chance to win a gift certificate from a participating retailer.

### Retail Collateral Packages

Printed campaign materials (posters, stickers, rack cards)

In Store marketing toolkit with graphics for point of sale, shelf talkers, channel strips, end cap display contest (for printing)

### Digital Advertising

Digital strategy: custom audience targeting for 1 Facebook ad

Graphic design for one advertisement

1 Facebook Ad (for campaign or other event)

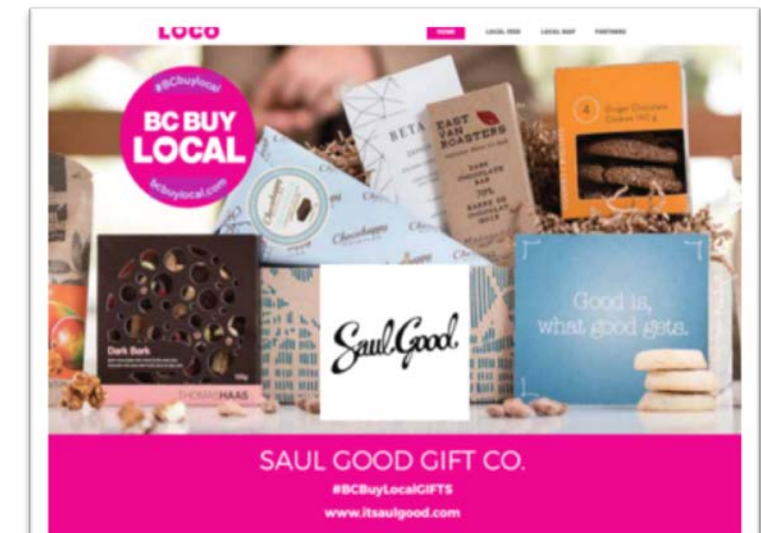
### Local Impact Story

Local Impact Assessment (LIA) interview with a selected business.

Story posted on BCBuyLocal.com & BC Buy Local newsletter

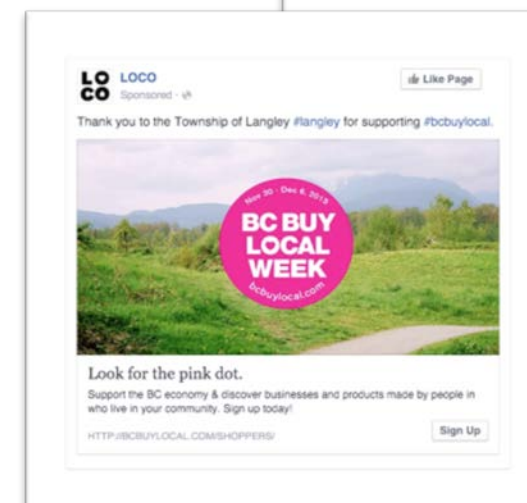
### Custom Webpage

Custom URL (ex. [bcbuylocal.com/businessname](#))



#### OUR GIFTS TELL A GOOD STORY

Our Vancouver gift baskets get devoured in minutes, but the impression they leave lasts considerably longer. Not only are they delicious, but each and every item in our gift baskets have been selected because they are special and unique - just like the lucky recipients.



# Campaign Partners



Township of  
Langley



Est. 1873

# Township of Langley

## Our Buy Local Story

Angie Quaale | Councillor  
Val Gafka | Senior Manager, Corporate Administration





Township of  
Langley



Est. 1873

# About Us

Population | **116,000<sup>+</sup>**

Average Age | **40**

Communities | **7**

Land Mass | **316 km<sup>2</sup>**

Land Use | **75% within ALR**

**Vision** | Build a legacy for future generations by leading and committing the community to a lifestyle that is socially, culturally, economically and environmentally balanced





# Our Economy

Housing Starts | **1,735**

Business Licenses | **6,055**

License Fee Average | **\$200**

Business Tax | **36.69% total levies**

Construction Value of Building Permits | **\$314 million**

Sectors | **Agriculture**, Construction, **Healthcare**, Manufacturing, **Aviation**, Professional, **Hospitality**, Retail, **Transportation**, Warehousing, **Film**

**Competitive Business Tax Advantages**





# Why We Got Involved

Business community composition ~ small & medium sized locally owned business  
Contributions that this segment of our economy makes socially, economically & environmentally to our community is significant



- Profile progressive business climate and value proposition
- Support and promote community-based business network
- Leverage advantage that a simple 1% shift / increase could bring to businesses & economy
- Increase our community's awareness about their buying power





# Considerations

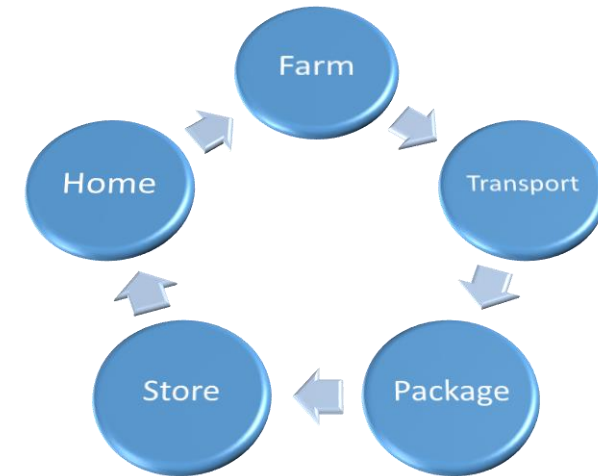
- Understand 'who' was already involved in LOCO ... including the why and the how
- Ensure inclusivity of large business anchors as well
- Leverage existing partnerships with business organizations for outreach
- Share success stories to increase business awareness and participation
- Incorporation of unplanned activity into departmental workplan
- Plan effort-to-impact approach ... target or wide-reach



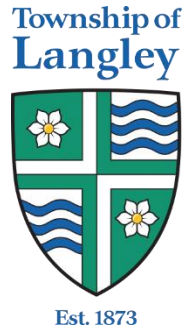


# Community Impacts

- ✓ Purchasing awareness shift
- ✓ Increasing support amongst businesses
- ✓ Creating local jobs for local talent
- ✓ Giving back to the community
- ✓ Building customer base
- ✓ Promoting business growth and attraction
- ✓ Responding to increased public demand for Canadian and local-based products
- ✓ Everything ties in to our [Sustainability Charter](#)



**Community Building Community**



# How We Got Involved



- It was simple ... we literally picked up the phone and called
- Joined the 2015 Buy Local Week campaign ... ~ 3 weeks before it started
- Had 1-on-1 conversation with Katja, received free promotional materials, planned outreach ... and hit the pavement running
- [Sign-up portal](#) | website | [social media](#) | branded buttons & stickers | [media articles](#) | business organization outreach & support | [web map tagged participants](#)







## 2015 Results



- 30 local businesses signed-up
- 1,500 buttons distributed to participating businesses for staff and customers to wear – for free
- Thousands product stickers also distributed – for free
- #Langley #BCBuyLocal daily social media saw increased Likes, Shares, Retweets

*“I love living in Langley and supporting the many excellent businesses here.*

*No need to go elsewhere for shopping for regular or even unique goods.”*

- Garnered the attention of business organizations ... who proactively are looking to become more involved and expressed want for 2016 campaign



# 2016 Plans

- Year-long participation
- Feature in **Insight** newsletter
- Campaign **presentation** to business organizations
- Hosting **challenge** - most sign-ups by business organization wins food-sponsored breakfast meeting
- **Info card** (business card size) to promote sign-up and social media tagging
- Restaurant **billfold public promo** distribution
- **Booth** at local summer farmer markets and community events
- **Public event on/at Council night** – Eat Local feature
- ✓ **Sign-up portal** | website | **social media** | branded buttons & stickers | **media articles** | web map tagged participants



Township of  
Langley



Est. 1873

# Township of Langley



**Illuminate**  
**Engage**  
**Maintain**  
**Buy Local**

**tol.ca\BuyLocal**

**BuyLocal@tol.ca   #Langley   #BCBuyLocal**