

From Jane Davis, ECT Chamber of Commerce

Re: buy local campaign:

There are inexpensive ways to promote it with advertising as well as our spotlighting it in our Chamber Social Media .

There is also a current State Tourism marketing campaign to support the region that is an advertising cooperative for municipalities and specific destinations.

<https://info.chamberect.com/news/details/eastern-regional-tourism-district-launches-regional-marketing-partnership-program>

The idea is to gather together a group of businesses in a region/town/destination and pool their advertising budget-the state will then contribute at a 2:1 ratio for the ad campaign. As an example, the Last Green Valley banded together and submitted a proposal as did a few others. Here is the link to the program:<https://chamberect.com/wp-content/uploads/2020/09/ERTD-Marketing-Program.pdf>

It's an ideal way to promote a visit to North Stonington and support of your businesses with the state picking up the tab at a 2:1 ratio of the allotted advertising budget. Example: If 3 No Stonington businesses contributed \$500 each to create a \$1500 budget, the state would contribute another \$3000, making it an advertising budget of \$4500 to spend by your group to promote a North Stonington visit/campaign.

I know it sounds a bit complicated, but Courtney from our office can explain it well and I think No Stonington is an ideal location for a campaign like this.

From: Jennifer Dayton

Sent: Wednesday, September 2, 2020 3:46 PM

To: Juliet Hodge <jhodge@northstoningtonct.gov>

Cc: Brett Mastroianni <BMastroianni@northstoningtonct.gov>

Subject: Buy local campaign - ideas

1. Campaign logo for Shop NoSto
2. Materials with logo (stickers, posters, business cards).
3. Supporters (chambers of commerce, recreation centers)
4. Promotions (radio, columnists, chamber email lists)
5. Social Media (Facebook, Instagram)
6. Event with press and gift basket giveaway

Logo example

<image001.jpg>

Logo should have a graphic like this

Logo should have wording ShopNoSto

Logo should have web address for info action

Materials:

Stickers on local purchase (on bags on carry out containers, etc. applied by merchant at point of sale)

Posters with logo should be displayed at local merchants

Business cards with logo for other towns (Mystic tourist office..)

EDC webpage:

Consumers keep receipts

Consumers bring receipts to Town Hall at the end of October

Winners who spent most are contacted and invited to event

Event at Town Hall with gift basket winners attended by merchants, commission, selectmen, columnists

Criteria:

*Spend 10% locally in October

*Take photo with merchant

*Share photo in NoSto Forum Facebook

*Turn in receipts at Town Hall by October 30

*Attend community event with gift baskets (before Thanksgiving)

Social Media:

Purchaser takes and shares photo with local merchant in Facebook NoSto forum

Local merchants share own posts about the campaign

Press:

Columnists from The Day and The Sun invited to gift basket event

Notes:

My research shows setting a \$ purchase amount is hard to set and not recommended from a PR perspective. Instead business groups recommend a certain % of monthly purchases at local businesses.

Re: Strategic Plan: From Jennifer Dayton

Under EDC Mission

To enhance the economic PLANNING (delete well-being)...as an important catalyst for new business and EMPLOYMENT. TO PROVIDE a critical resource....

Replace "Market Character and Quality Of Life" with
COMPETITIVE ADVANTAGE

Retain existing bullets but add milestones such as QUARTER/YEAR, example: 4th quarter 2021

Add new subsection

- Establish a workforce training center with onsite restaurant by Q4/2024
- Schedule initial meetings with Eastern CT Workforce Investment Board, ECSU, Avery Point's Technology Incubation Program, Board of Education and Wheeler High School by Q1/2021
- Select a partner above to execute a needs assessment with employers in New London and Groton by Q4/2021
- Use Westerly's training center in manufacturing as a research model by Q4/2022
- Recruit restaurant to lease space for farm-to-table dining/takeout
- Meet with town boards to explore a workforce training center by Q3/2023
- Submit grant request for center and budget by Q1/2024