

MEMO

To: Emergency Management Committee
From: Economic Recovery Task Force
Date: May 5, 2020
Subject: Shop Local Initiative

The Economic Recovery Task Force has formed a Working Group consisting of City staff, the Orillia District Chamber of Commerce, the Downtown Orillia Management Board, Orillia & Lake Country and local marketing and media experts.

The Working Group has met several times and has developed an integrated communications plan.

Objective:

- A) To support current Orillia Shop Local campaigns and to increase both reach and impact of an overarching Orillia Shop Local campaign – with a particular emphasis on our **moral obligation** to help local businesses survive this crisis.
- B) When appropriate, to launch a campaign aimed at encouraging Orillia consumers to return to their pre-pandemic shopping; to reassure them as to the rigour of the application of health/preventative measures and the safety of the shopping experience.

Proposal:

The Working Group has collectively developed the attached Marketing Plan.

Theme & Tagline – *Stay Safe - Shop Local. Now more than ever, it matters!*

Target Audience – Encouraging local and regional residents to support businesses and organizations in an around Orillia.

Key Messaging –

- Small business is the lifeblood of our local economy.
- Now more than ever, it's important that we support them.
- Many local businesses have either been forced to close or have drastically cut back. As a result, they have seen their ability to generate revenue evaporate while facing ongoing fixed costs, and the uncertainty of not knowing when and

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how they will be able to re-open and continue serving the citizens of Orillia and area.

- Without your support, many local businesses may not survive!

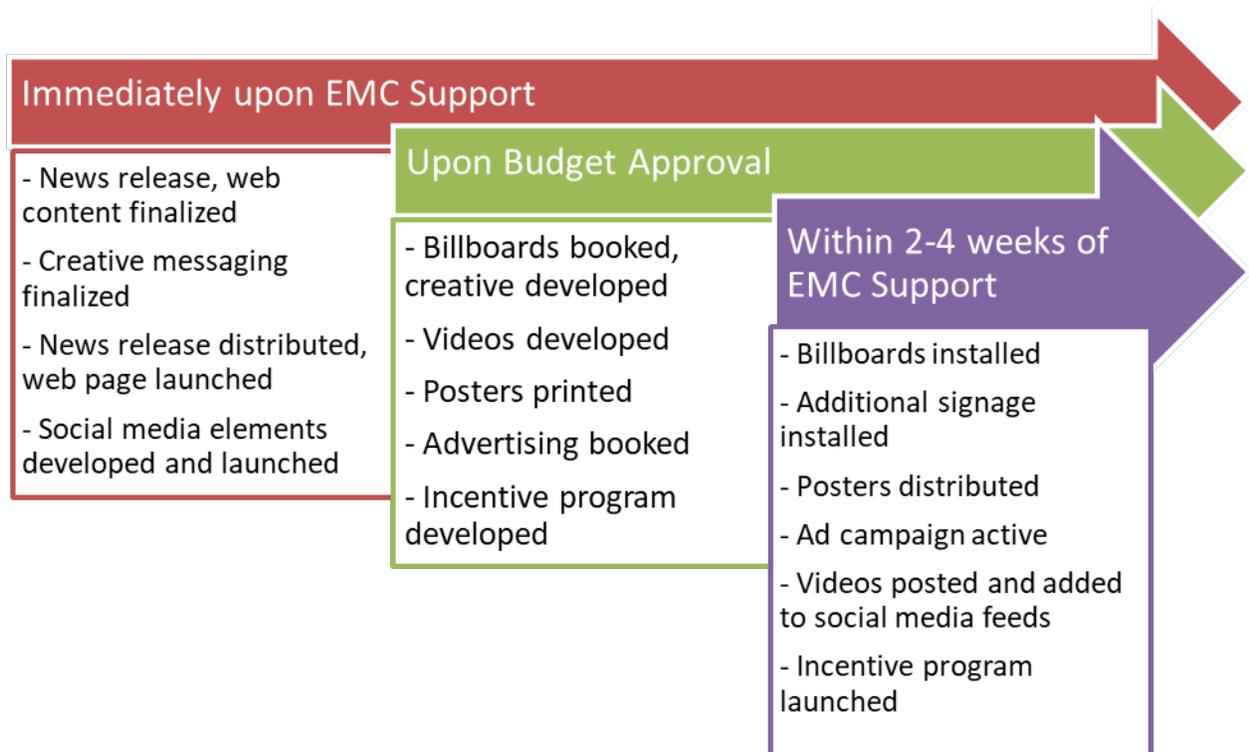
Timeline:

The no-cost project components such as news releases, social media posts, shop local landing page and poster creative are currently being developed and can be launched immediately upon EMC's support of this initiative.

Components which require budgetary support can proceed once funding has been approved by either the EMC or Council (as applicable).

This campaign is intended to be launched in an integrated manner, with all prescribed elements launched at or around the same time for maximum impact and exposure.

This full campaign can be launched immediately when funding has been secured.



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Budget:

Quotes have been obtained and the \$28,500 in anticipated costs are outlined within the attached marketing plan.

Investigation is under way into opportunities to leverage budgeted funding with RTO7.

Accountability:

This initiative would be overseen by Dan Landry who will be accountable for all campaign components. These would be delivered by a combination of city staff, working group members and Task Force members.

Anticipated Outcomes:

- Economic recovery from the Pandemic recession will be driven by consumer confidence. This will in turn be driven by job security, unemployment, and perceptions of personal health and safety.
- To reinforce and apply an additional **sense of urgency** around the principals of Shopping Locally may increase revenue for local businesses during the crisis and decrease job loss numbers.
- To reassure consumers after the pandemic – or as restrictions are lifted (based upon guidance from appropriate experts) that they are safe to return to the shops and marketplaces of Orillia may increase revenue for local businesses during the early days of the recovery and decrease job loss numbers.

This plan and the proposed budget are endorsed by the ERTF, which is confident this initiative will provide effective delivery of key messaging, and will lead to the most desired community uptake and outcomes.

Prepared by: Dan Landry
Manager of BR&E and Industrial Development

Reviewed by: Economic Recovery Task Force