

SUPPORTING AND ENHANCING BUY LOCAL CAMPAIGNS IN NIAGARA





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Local Economic Development offices and municipalities have been working throughout the pandemic to champion their business communities.

Using a three-tiered approach, Niagara Region's Economic Development team will **amplify**, **support** and **compliment** these municipal "Buy local" campaigns during holiday season.

NED will also run a complimentary, Niagara-wide campaign to advocate for local business, and connect residents with existing buy-local initiatives in their community.



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AMPLIFY

the outreach of planned and existing 'Buy local' campaigns by municipalities

SUPPORT

those municipalities who do not have a fulsome 'Buy Local' campaign by creating customized, collaborative campaigns

DEVELOP

and run a Niagara-wide multi-channel awareness campaign on the benefits of buying local



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Next Steps:

- For a full list of 'Buy Local' Campaigns by municipality visit **NiagaraCanada.com**
- Regional Council toolkit distributed – look for opportunities to participate and share with your networks
- Progress update to be shared at January PEDC