



City of Winter Garden

# BUY LOCAL PROGRAM



# COMMUNITY CONDITIONS

- Downtown Winter Garden is 100% Local - Over 200 Businesses
- Downtown serves West Orange Communities - 110,000 People



# ECONOMIC FACTS

- 2,300 Businesses in Winter Garden
- 20,000 Employees
- 36,000 Residents
- Business to Business
- Business Spotlight



# WHY BUY LOCAL?

Research demonstrates that local, independently owned businesses generate more than three times the return to our local economy than do national chain stores.







# BUY LOCAL CAMPAIGN

- + Builds Awareness
- + Support Local Businesses
- + Builds Community
- + Provides a Connection



\$100 spent with locally owned businesses = \$45 to local economy

\$100 spent outside the local community = \$13 to local economy

# WHY DO IT?

- Did you know that by shifting just 10% of your purchases to locally owned businesses, you create more local jobs, lighten the impact on the environment, expand shopping and entertainment options, and build a stronger community?



# CONNECTIONS

- Put a Face to a Business
- Newsletters & Newspapers
- Radio & TV
- Digital Media
- Welcome Packet
- Marketing Kits







[www.WinterGarden-FL.gov](http://www.WinterGarden-FL.gov)

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