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Winter Garden Announces Love Local Campaign

WINTER GARDEN, Fla. -- The City of Winter Garden has launched a Love Local campaign to build awareness of the importance of supporting the local business community as well as providing programs and activities to help small businesses recover from financial losses due to the COVID-19 pandemic.

The Love Local campaign includes a number of initiatives and activities through the end of the year to help bolster revenue for brick-and-mortar businesses. Campaign components include monthly outdoor sidewalk sales, a partnership with national HOWND revenue-generation platform, expanded outdoor dining areas along with the proclamation of October as Outdoor Dining Month, implementation of a downtown curbside delivery program with the assistance of official city ambassadors, an emphasis on nationally-observed Shop Small Business Saturday, as well as a number of outdoor holiday activities that allow for social distancing. In addition, the campaign includes the creation and utilization of a Love Local logo as an identifiable reminder of the message, as well as launching a new website, www.downtownwg.com, along with official social media platforms, to highlight the attributes of the City's downtown area and beyond.

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A partnership with the West Orange Chamber of Commerce, the Orange Observer Group, and Winter Garden Village at Fowler Groves is allowing Winter Garden businesses to offer specials and coupons through Hownd, an automated promotions platform that generates new and repeat customers to increase revenue. The City is covering all fees on behalf of its businesses on a first-come, first-serve basis until the sponsorship fund is depleted.

“Loving local bolsters the local economy since for every \$100 spent at locally owned businesses, \$68 will stay in the community, whereas, only \$43 remains in the community when shopping at a national chain, according to the Independent We Stand organization,” said Tanja Gerhartz, City of Winter Garden’s Economic Development Director. “Our community’s businesses need support now more than ever.”

Incorporated in 1908, Winter Garden spans 12.1 miles and is home to nearly 48,000 residents and over 2,000 businesses. Located on the southern shore of Lake Apopka, 20 minutes west of Orlando in Orange County, this former citrus town embodies a wealth of historical, cultural, and natural assets including a historic downtown and an award-winning bike trail. Winter Garden’s unique combination of small-town appeal coupled with contemporary amenities makes it an ideal location to live and work. To learn more about the City of Winter Garden, please visit www.cwgdn.com.

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