

Calgary



Closing Remarks

Presented by David Duckworth
2020 March 2



Calgary



Calgary's
Comeback

Calgary



Buy Local Campaign



Calgary

When you **#BuyLocalYYC** holiday gifts, your money stays in Calgary

Share and support your favourite local businesses with #BuyLocalYYC

Calgary's *Comeback*



Calgary

When you **#BuyLocalYYC** expertise, your money stays in Calgary

Calgary's *Comeback*

Show Calgaryans you're a local business. Get the free #BuyLocalYYC toolkit. calgary.ca/buylocal



Calgary

When you **#BuyLocalYYC** fashion, your money stays in Calgary

Share and support your favourite local businesses with #BuyLocalYYC

Calgary's *Comeback*



Buy Local Campaign



City of Calgary – Your Local Government

Published by Jennifer Atkinson 18 November at 13:02

When you buy local, your money stays in Calgary.

YouTuber Lily shared her perspective on buying local with us: "Did you know that by buying from local businesses you help shaping your neighbourhood's unique character? Did you know that local businesses owners support local charities? Did you know that small local businesses are the largest employers nationally?"

I knew there were benefits of buying local but working in partnership with The City of Calgary on the #buylocal... See more



CALGARY.CA

Buy Local: Lily's favourite ice cream shops in Calgary

[Learn More](#)

35,686
People reached

1,962
Engagements

[Boost Post](#)

132

67 comments 21 shares





Buy Local Campaign - Impact

“I heard so many genuine and earnest conversations about the importance of buying local. In 17 years I have not heard this kind of widespread conversation ever so I feel like we totally got the call to action message out to Calgarians.

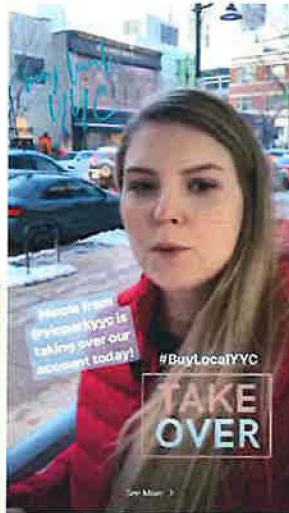
I think it helped that Kensington really leaned in to the #buylocal campaign with expenditures and effort on our part to piggyback on the larger campaign.

In January/February I have had 4 businesses open up, one receive approval to open soon, two more openings pending and several other for lease locations in discussions with interested tenants.

Lastly, thank you, thank you to the Mayor and everyone who worked so hard to create this campaign to help Calgary businesses.”

-Annie MacInnis, Executive Director, Kensington BIA

Ongoing Efforts



Calgary



Thank you