

Golden Business Community Buy Local Community Campaign –

“We Are Golden”

PURPOSE: Increase short term and long term community support of local businesses.

WHY:

1. Local retail, restaurant, service businesses are suffering from current economic recession.
2. Such local businesses have traditionally suffered from lack of community awareness.
3. Achievement of adopted sustainability goals requires a vibrant local economy that can successfully meet many of the needs and desires of the community. This is a perpetual goal that is independent of economic cycles.

TARGET AUDIENCE:

Golden’s typical “local” market footprint is defined as 80401 and 80403 zip codes. The target audience for both this campaign and for the merchants intended to benefit from the campaign will be the city limits. However, encouraging residents from unincorporated Jeffco to buy in Golden will also be a desired outcome.

STRATEGY:

1. Focus on community benefits – jobs, character, diversity, urban form, sustainability.
2. Avoid a focus on city sales tax benefits and “loyalty” or “guilt” messages.
3. Rely on a variety of communication mechanisms including both traditional and grassroots / organic communication methods. Enlist existing networking opportunities.
4. Link to sustainability efforts, EDComm campaign, GURA efforts, Chamber efforts.

BRANDING:

Both the merchants involved in proposing this project and the Citizen Sustainability Advisory Board (CSAB) expressed a desire to “co-brand” this effort with Golden’s grass roots sustainability effort. The logo for CSAB is not quite complete, but is expected to bear the campaign name of “Golden Sustainability”. After review of many different tag lines that could be combined with the overall Golden Sustainability campaign, the recommendation is that the primary brand identity for the buy local campaign should be “We Are Golden”. This campaign brand is recommended because it fulfills the following needs:

- It supports a philosophy of ownership of the community and community pride.
- It is broad enough to convey support for local business services and manufacturers, as well as retailers, restaurants, and attractions.
- It works well with other efforts and is likely to be long-lasting.

MESSAGING:

The messaging to be utilized in formal communication efforts of the We are Golden campaign are many and diverse. One way to portray these messages is in a top ten list.

Top Ten Reasons to Buy Locally

1. Protect Local Character and Prosperity

Golden and many of our shopping areas have a unique charm and character. By choosing to support local businesses, you help maintain Golden's distinctive flavor.

2. Community Well-Being

Local businesses and locally-owned businesses build strong neighborhoods by sustaining communities, linking neighbors, and by contributing more to local causes.

3. Local Decision-Making

For many local businesses, important decisions are made by people who live in the community and who will feel the impacts of those decisions.

4. Keeping Dollars in the Local Economy

Your dollars spent in local businesses have a greater impact on your community than dollars spent outside your community. When shopping locally, you simultaneously create direct and spin-off jobs, support job creation in other business sectors, fund more city services through sales tax, invest in neighborhood improvement and promote community development.

5. Job and Wages

Local businesses create jobs for community members, shortening commutes, and improving quality of life for residents and families.

6. Entrepreneurship

Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to improve economically.

7. Environmental Sustainability

Local stores help to sustain vibrant, compact, walkable commercial areas (some near neighborhoods) which in turn are essential to reducing sprawl, automobile and gasoline use, habitat loss, and air and water pollution.

8. Convenience

Buying local saves you time, and gas, and helps your car last longer.

9. Product Selection and Diversity

Local businesses are more likely to provide products and services desired by the community, and to change product offerings when requested.

10. Where is "local?"

Shopping locally only works if the shopping actually occurs locally. With the 80401 and 80403 ZIP codes encompassing a much larger area than the actual Golden city limits, it is important to communicate that neither Denver West nor Colorado Mills Mall is in Golden. The southern-most boundary on South Golden Road is roughly where Ulysses intersects South Golden Road at the King Soopers development. Similarly, it is important to communicate what IS in Golden. For example, the Kohls/Home Depot complex and Heritage Square.

TACTICS:

The campaign's first phase will attempt to distribute the campaign's messages via a combination of web-based social-networking tactics and more traditional methods as described below. The campaign will also be structured in a way that allows and even encourages individualized interpretations of the messaging. It is hoped that this degree of public ownership and creativity will inspire a sense of excitement and spontaneity that will encourage others to participate, thereby spreading the messages in an ever-evolving way and reducing the role of government.

1. YouTube Videos
 - a. Residents and merchants would be encouraged to produce very short videos (under 60 seconds) that would exemplify how Golden merchants and services could supply a particular need.
 - b. GURA and/or EDComm could provide inexpensive, uncomplicated video cameras to facilitate the program. For example, "Flip" video cameras are about \$120 each.

- c. The videos would then be posted via YouTube and hosted at Golden.com.
 - d. The videos would be purposefully amateur, mostly unrehearsed, and “down home.” They would be shot from a loose script that highlights buying a specific product or service from a specific merchant in Golden. We would provide the script and the producer would choose the business or service to feature.
 - e. Since the videos cost nothing, take hardly any time to brainstorm or produce, and are home spun and goofy, they should catch on. The idea is for people to want to produce their own and post it, and for people to be motivated to return to the website frequently to watch all of the goofy yet informational 60 second videos.
This fun activity would then inspire the change to buy locally.
2. Posters that feature photographs of Golden’s many amenities. The posters would also have the “We are Golden” slogan associating the amenity with buying locally and a link to the Buy Local campaign website.
 3. Stories of buying locally. We would encourage people to post stories of their positive experiences in buying locally. Stories could be posted to the website, to a blog, or via Facebook, MySpace, or even Twitter. Like the videos, the stories would be quite short and hopefully interesting or funny enough to inspire additional stories.
 4. We Are Golden/Buy Local website. The website www.golden.com appears to be the best-positioned website for this campaign. While this website is a private, for-profit venture, its community focus makes a good choice. The videos, posters, stories, as well as information about the benefits of buying locally, would be posted to this site. Additionally and very importantly, its owner Barb Warden has agreed to monitor the postings.
 5. Tables and/or staff at all the various official Golden events (open houses, ward meetings, etc) and all the community/chamber events (Farmer’s Market, Buff Bill, Auto Round Up, Holiday parades, etc) to promote the campaign.
 6. Street pole banners with buy local messages and thanks
 7. Arch banners
 8. Handouts/maps (map would show Golden city limits and would show Denver West/Mills as beyond city limits)
 9. Larger posters in vacant storefronts
 10. Channel 8
 11. Coasters
 12. Water bill inserts
 13. Links from the various municipal websites and community email lists (Hot Off the Wire, Judy Denison, blogs, etc)
 14. Social Networking. We would establish pages on Facebook, MySpace, and Twitter.
 15. Vision 2030 could also promote the campaign.
 16. Support for charities or causes. A potential additional element to the campaign is to associate with fundraising for a social concern.
 17. The campaign should stress “buying” as opposed to “shopping” to convey the idea that this is about a meaningful shift in buying habits, not just for luxuries and discretionary expenses.