

AGENDA ITEM #6: HAMPTON ROADS BUY LOCAL CAMPAIGN

Lisa Renee Jennings, LOVE VA Program Manager

The Buy Local campaign was created to raise awareness of and support for Hampton Roads local businesses. Buy Local Month is recognized in Hampton Roads and many areas across the country from November 15 – December 15. Due to COVID 19, the shopping season in Hampton Roads needs to be spread out due to restrictions.

The goals of Hampton Roads Buy Local Campaign are:

- Leveling the playing field by making "locally owned" a strong brand that can counter the advertising advantages the chains enjoy
- Engaging citizens in actively shaping the future economic development of Hampton Roads
- Influencing city officials and helping to shape policies that support local enterprise
- Stimulating more media coverage of the issues and providing a strong voice for independent businesses in local news stories
- Working with banks, developers, community organizations and others through a highly visible educational campaign to create opportunities for local business development

Ms. Lisa Renee Jennings, LOVE VA Program Manager, will brief the CAC on this item.

RECOMMENDED ACTION:

For Informational Purposes.