

Please read this.

The Mill Creek Business Association has planned a sustain Mill Creek advertising campaign with a “shop local” theme for November and December.

You have an opportunity to have your business represented in this campaign at no cost.

This is a member benefit!



# The message.

The Mill Creek Business Association (MCBA) will be placing targeted advertising in local newspapers throughout the holiday shopping season.

**1.** All materials would show that the message is brought to you by the Mill Creek Business Association, with a prominent logo and the shop local web address, as well as the MCBA web address. The MCBA web site would include a feature article from the *Journal* that stresses the monetary reasons for shopping local. Examples would be the amount of tax money that stays in the community, savings on fuel, price comparisons, etc. Interviews would be held with some of the local retailers to drive the point home.

**2.** The advertised message would include these points:

- **Keep Consumer Holiday Dollars in the Local Economy**

Dollars spent locally have three times the impact on our community as dollars spent elsewhere. Spend in Mill Creek and you help create jobs, fund city services through sales tax, and promote community development.

- **Support Entrepreneurship**

Entrepreneurship fuels our economic innovation and prosperity.

- **Encourage Competition**

A marketplace packed with small businesses is the best way to ensure low prices over the long-term.

- **Enjoy Better Selection**

A multitude of small businesses, each selecting products based, not on a national sales plan, but on their own interests and the needs of their local customers, guarantees a much broader range of choices.

- **Keep Environmental Sustainability**

Do business in Mill Creek and you help to sustain a vibrant, walkable town. The results are less automobile use, habitat loss, and less air and water pollution.

# The delivery.

The MCBA will place this message in the Seattle Times, Journals, Mill Creek View and the Mill Creek Enterprise.

All materials will drive the reader to a special website!

There will also be a strong social media component to this campaign and members can help!

**1.** Ads or inserts would appear as follows; Journals November 3, Mill Creek Enterprise Nov. 10, Seattle Times Nov. 24, Mill Creek Enterprise Dec. 1, Journals December 8, Mill Creek View Dec. 15, Seattle Times Dec. 22.

**2.** Press releases would be sent out at the beginning of November and again in December.

**3.** The MCBA Facebook page and Twitter feed would feature a couple of the individual member's specials or messages each week.

**4.** Members would be asked to include a temporary link to a new website [www.buymillcreek.org](http://www.buymillcreek.org), as well as display a poster and (in some cases) provide customers with a flyer about the campaign.

## A thriving community is good for everyone.

If your company is a business-to-business operation, keep in mind that encouraging a healthy Mill Creek economy is good for your bottom line.

Along with networking opportunities, the MCBA provides marketing avenues in a number of ways - including the popular Mill Creek Festival, which brought thousands of visitors to our town. It is funding from the festival that is paying for this shop local campaign.

# Your opportunity to participate.

The MCBA is developing a website that will be advertised throughout the campaign. On this site you may provide copy for a downloadable coupon, or holiday special, or message for your individual place of business.

***As a member this service is FREE!***

**1.** You will find an order form on the last two pages of this packet. One each for November and December. Just fill these out with your coupon or message and fax it to (425) 670-0511 (or scan and email back to [jody@journalmediagroup.com](mailto:jody@journalmediagroup.com)). Be sure to do this by the listed deadline date.

**2.** You will receive a call in the next two weeks asking if you have any questions about how to participate, or to help with suggestions on copy.

**3.** Non-members who have businesses in Mill Creek will also be called and encouraged to join the MCBA. However if they opt not to become a member, but still would like to participate, they will be charged a fee of \$75/mo.

**4.** All members, regardless of whether they opt to place a special on the website will benefit from this campaign because of its appeal to shop or use services locally!

## What if I am not a retailer?

You can place a message thanking your customers for their business in 2010. You can place a coupon for services or list a special that says "SAVE ME FOR AFTER THE HOLIDAYS," or you can offer a gift certificate idea. Remember that many consumers are looking to spruce up their home before holiday company, need activities for the kids during school breaks, are still buying groceries, having their cars repaired, teeth cleaned, roofs repaired, exercising — all the day-to-day activities!



www.buymillcreek.org

## Free Content Order Form 11/10

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Business Name as it should appear on the website:

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Business Address as it should appear on the website:

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Business Phone Number:

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Business Website:

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Holiday Hours:

Please place the following message for my company for the month of November 2010:

Use 25 Words or less.

Be sure to include an expiration date for any specials or coupons and any limits.

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**MUST BE RECEIVED BY OCTOBER 22, 2010**

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Order placed by (Print Name):

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Authorized by (Signature):

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Date



www.buymillcreek.org

## Free Content Order Form 12/10

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Business Name as it should appear on the website:

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Business Address as it should appear on the website:

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Business Phone Number:

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Business Website:

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Holiday Hours:

Please place the following message for my company for the month of December 2010:

Use 25 Words or less.

Be sure to include an expiration date for any specials or coupons and any limits.

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**MUST BE RECEIVED BY NOVEMBER 19, 2010**

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Order placed by (Print Name):

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Authorized by (Signature):

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Date