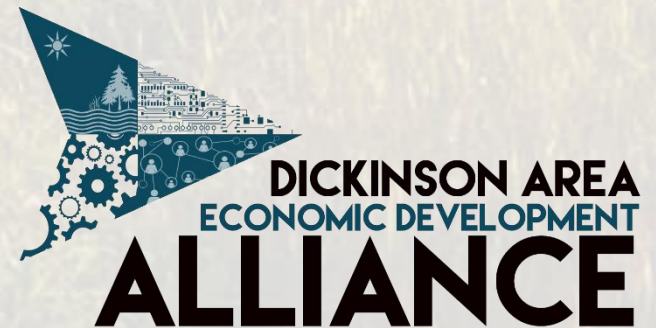


# LOYAL TO L CAL

1<sup>st</sup> Quarterly Meeting  
September 14, 2018



# OUR GOALS

- Goal: 100 participants
- Actual: 106 participants & growing



# ADVERTISING CAMPAIGN

Kicked off on July 2, 2018



The Daily News



# RADIO ADS

540 Radio ads per month - across four different radio stations



Doesn't Add Up



Life of a Dollar



Pretty Cool Feeling



Planting a Seed



# NEWS

Daily News Front Page Strip has run

**LOYAL TO LOCAL**

**LOCAL businesses give our community character.**

*Enjoy one-of-a-kind experiences and preserve the uniqueness of our community*

[www.Loyal2Local.org](http://www.Loyal2Local.org)

**LOYAL TO LOCAL**

**LOCAL businesses reinvest in the LOCAL community.**

*91% of local businesses contribute back into their community*

[www.Loyal2Local.org](http://www.Loyal2Local.org)

**LOYAL TO LOCAL**

**LOCAL businesses create jobs and hire LOCAL people.**

*Small businesses employ 9,600 people in our area.*

[www.Loyal2Local.org](http://www.Loyal2Local.org)



# FACEBOOK



Facebook has been getting great results

- 256 Likes
- Please go to Facebook like our page – It simply helps spread the message. [Loyal To Local – Dickinson Area](#)

The screenshot shows the 'View Results' page for a Facebook advertisement. The ad is titled 'Loyal to Local - Dickinson Area' and is sponsored. The text of the ad promotes Steve Feira from M. J. Electric, highlighting the importance of shopping local to support the small business community and attract talent to #DickinsonCountyMI. The ad includes a video of Steve Feira, a man in a blue polo shirt, with a play button overlay. The video is identified as 'STEVE FEIRA MJ ELECTRIC'. The ad also includes the website 'www.loyal2local.org' and several hashtags: #L2L, #First Dickinson Area Chamber Alliance, #Bay College West, #The Miller Agency Inc, and #ShopDickinson.

**View Results**

DESKTOP NEWS FEED MOBILE NEWS FEED INSTAGRAM FEED

You targeted men and women, ages 18 - 65+ who live in 1 location.  
Show full summary

This ad ran for 5 days.

Your total budget for this promotion was **\$25.00 USD**

Only the person who boosted this post can edit it.

2,890 People Reached [?] 712 10-Second Video Views [?] \$25.00 Total Spend [?]

Actions | People | Countries

Video Views	1,796
Link Clicks	71
Comment	1
Shares	5

Help Center Boost Another Post Close



# JOURNEY OF THE DOLLAR CAMPAIGN

Newly released

[Mountain Media Video](#)



# TV RESULTS

Three Interviews on  
WLUC TV6 News

Banners on WJMN TV3



TV6 News Weather Sports Spotlight Livestream

### Loyal2Local campaign kicks off in Dickinson County

By Alicia Naspretto | Posted: Mon 5:04 PM, Jun 25, 2018 | Updated: Mon 5:35 PM, Jun 25, 2018

IRON MOUNTAIN, Mich. (WLUC) - If you live in Dickinson County, you may have noticed many grey signs popping up all over near local businesses. These are to support the Loyal2Local campaign.



Maxsells – 1<sup>st</sup> Qtr \$500 Winner





# WEBSITE

- Website is up and running with 1121 visits since July 2, 2018
- [WWW.LOYAL2LOCAL.ORG](http://WWW.LOYAL2LOCAL.ORG)



# PROFIT & LOSS STATEMENT

Dickinson Area	
Economic Development Alliance	
2018 Loyal to Local	
Event Summary (As of September 11, 2018)	
<b>Revenue:</b>	
Loyal to Local Pledge (\$250)	27,875.00
Flags (\$100)	7,200.00
Flag Stand (\$20)	60.00
<b>Total Revenue:</b>	<b>\$35,135.00</b>
(less: uncollected revenue)	-1,700.00
	<b>\$33,435.00</b>
<b>Expenses:</b>	
CJ Graphics	9,384.86
Nicole Lutz	33.90
LSCP	30.17
Results Broadcasting	675.00
In Kind	500.00
Write-Off's	750.00
<b>Total Expenses:</b>	<b>\$ 11,373.93</b>
<b>Net Revenue</b>	<b>\$22,061.07</b>



# THE BUZZ AROUND TOWN

## The Loyal to Local Signage

10' Flags: 71 have been purchased  
2,000 Vinyl Laptop/Car Stickers

## Additional Supplies Requested

### Flags

1-\$210 4-\$185 7-\$175 12-\$150 25-\$135

### Chloroplast Signs

1-\$65 10-\$31.50 25-\$16.50 50-\$10.50

### 2.5" Stickers

5-\$22 20-\$8 30-\$7

### 1.5" Stickers

5-\$19 20-\$7.75 30-\$6.50



# UPCOMING EVENTS

## New Tax Law Update Round Table Discussion

Presented by: Shane Ellison – Anderson Tackman & Co.

October 9<sup>th</sup>, 2018 - 7:30am to 9:00am - Bay College West Fornetti Hall



# WIP EVENTS

- **HealthCare Small Business Round Table Discussion**
- **Selling Online Small Business Round Table Discussion**

# OTHER IDEAS

- **Coupon Book**

# ADDITIONAL PAGE

