

# What is Buy Local Orlando?

As part of Orlando Mayor Buddy Dyer's Strengthen Orlando initiative and the City's overall strategy for economic growth, the goal of **Buy Local Orlando** is simply to connect the businesses in Orlando with the buying power of our local community.



**Buy Local Orlando**, a partnership with the Disney Entrepreneur Center is intended to be a multi-year program that supports and strengthens Orlando's businesses and local jobs and keeps more dollars spent in our community.

## MERCHANT MEMBERSHIP

Membership is open to any retail, dining, entertainment, hospitality and service industry business located within the City of Orlando that has a current City-issued business tax receipt.

### Each member will receive:

- Listing on the searchable website [buylocalorlando.net](http://buylocalorlando.net)
- Marketing Toolkit, including a window sticker, poster, ad templates, CD with program logos for marketing materials, **Buy Local Orlando** consumer cards all in a custom **Buy Local Orlando** shopping bag
- Monthly newsletter to local residents inviting them to support **Buy Local Orlando** merchants
- Access to exclusive educational seminars, networking and marketing events
- Unique social networking opportunities on Facebook and Twitter

## MERCHANT MEMBERSHIP COST/PROGRAM DETAILS

### Annual Membership: \$99

Businesses will pay an annual membership rate of \$99 to register as a **Buy Local Orlando** merchant. All registrations issued in 2009 will be valid until September 30, 2010. Businesses must have a current City-issued business tax receipt number to register as a **Buy Local Orlando** merchant. Businesses will have the option of renewing their **Buy Local Orlando** registration or enrolling as a merchant when their business tax receipt is renewed each year.



**Professional Services • Retail • Travel and Hospitality  
Marketing & Advertising • Health and Beauty • Personal Services • Dining**

## THE BUY LOCAL ORLANDO CONSUMER CARD

Registered merchants are encouraged to offer special offers or discounts exclusive to **Buy Local Orlando** consumers. Thousands of FREE wallet-sized **Buy Local Orlando** consumer cards are being distributed to consumers, driving them to support registered businesses and take advantage of **Buy Local Orlando** special offers and discounts. Consumers will present their **Buy Local Orlando** consumer card to the merchant when making their purchase to benefit from the offer.

### CONSUMER MEMBERSHIP

Besides the ability to strengthen our community economically and socially, participating in the **Buy Local Orlando** program offers the following consumer benefits:

- No fee to join
- Searchable database of local merchants and businesses
- Instant savings through merchant discounts or offers
- Periodic emails informing you of local events, new merchant members and special offers and discounts

Residents can pick up a FREE **Buy Local Orlando** consumer card at participating merchants, City Hall, Downtown Information Center or the Disney Entrepreneur Center.



Contact: 407.246.3407 • [buylocalorlando@cityoforlando.net](mailto:buylocalorlando@cityoforlando.net)

CITY OF ORLANDO

