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# Orlando mayor launches "Buy Local" initiative

## Buy Local card would offer deals and discounts

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ORLANDO, Fla. - During the State of the City Address on Wednesday, Orlando Mayor Buddy Dyer unveiled his Strengthen Orlando initiative. The comprehensive plan is designed to identify activities to help create jobs and provide an economic stimulus for Central Florida's largest city.

As a part of the Strengthen Orlando initiative, Mayor Dyer pledged to champion a "Buy Local Orlando" campaign. The goal of the campaign is to educate Central Floridians to think local when considering where to make purchases while raising awareness of the benefits of choosing to buy local.

Participating businesses will pay a registration fee as a Buy Local Orlando merchant. Merchants will receive a listing on the searchable website **BuyLocalOrlando.net**. Emails would also be sent to local residents, inviting them to shop locally and educating them as to the benefits.

"As a consumer, you don't have to pay anything, but you can get a 'Buy Orlando' card that allows you to access the different specials that the retailers would have," said Orlando Mayor Buddy Dyer.

According to the city's economic analysis, for every \$100 spent at a locally-owned business, \$45 goes back into the community and local tax base, and for every \$100 spent at a non-local chain store, only \$13 comes back to the local area.

For more information about the Buy Local Orlando program and to sign-up, visit **BuyLocalOrlando.net**.