

# North Tahoe-Truckee promoting shopping locally

The Business Association Chamber Collaborative in conjunction with the North Lake Tahoe Chamber/CVB/Resort Association launched the Show Your Love-Shop Local this January. The year-round campaign supports local businesses and the economy in North Lake Tahoe and Truckee.

It comes on the heels of a successful Shop Local Holiday Contest that gathered \$407,476 in local revenue.

The goal of the North Tahoe Truckee Shop Local branding and awareness campaign is to stimulate the local economy and promote shopping locally to help grow business volume year-round. The program is designed to keep dollars in the local economy, reduce the carbon footprint of traveling to shop, protect local character, and support friends and neighbors. Money spent at local businesses recirculates through wages and taxes, benefiting the economic health of the entire community.

A shop local starter kit is \$15, which includes a Shop Local window decal, 10 Shop Local love stickers, explanatory postcards, a plastic display holder, and a listing on the Shop North Tahoe Truckee website.