

Choose Culver City Buy Local Campaign (Proposed)

Themes/Call to Action



#OpenforBusiness

The Culver City community has a long history of supporting small and family owned businesses. As the COVID-19 pandemic continues to redefine our “new normal” and more businesses reopen - it is critical to shop locally to support these businesses and our local economy.

#SupportLocal

Local business owners care about Culver City and their customers. Supporting our local businesses maintains a sense of community, keeps jobs here supports a wide range of other local businesses too. When you choose a Culver City business, you are supporting our local economy. Taxable dollars spent in Culver City help benefit important City-provided services like public safety, senior services, after-school programs, street maintenance, streetlights and parks. A portion of sales tax generated from Culver City transactions stays in Culver City and greatly contributes to the quality of life we enjoy.



#ShopSmall

Culver City prides itself on our “small town” feel with unique restaurants, services and specialty retailers. Whether in Downtown, West Washington, Culver City Arts District, Westfield Culver City, or along any of our commercial corridors, our one-of-a-kind businesses are an integral part of our distinctive character and provide you with personal service.

#ChooseCulver

Going out to dinner? Need something for the house? Purchasing a gift for a special person? Sending flowers? Choose Culver City! We have hundreds of small businesses that provide personal and exceptional products and services. Several offer delivery and curbside pickup. When you choose Culver City, you choose community.





Additional Window Concept Clings / Decals



Customer Stickers/Pins

Implementation Strategy

Proposed Launch: End of October/beginning of November

Distribution Toolkit

- Media:
 - Press release
 - Social Media
 - Website, Announcements
 - Cable Channel

- Marketing Materials:
 - Window Signs/ Posters
 - Lawn signs
 - Decals/stickers
 - Counter Signage
 - Culver City Pins (Small Business Saturday)
 - Bus Signage (interior/exterior) (Phase II)
 - Customer Swag Bags (Phase II)

- Banners
 - Barricades/City Facilities - 6' x 3'
 - Street Poles (Phase II)