



NEWS RELEASE

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*****MEDIA ALERT*****

CITY OF CHICO LAUNCHES *GET IT IN CHICO* SHOPPING CAMPAIGN

Aims to Create a Buy Local/Shopping Movement

CHICO, CA — (September 18, 2023) — Whether you plan to build it, plant it, wear it, or design it, you can find it in Chico.

And the best part about buying it in Chico, is that your dollars stay in the community.

Get it in Chico is a shop local campaign intended to create a movement encouraging Chico residents and regional institutions to think of Chico businesses first when making purchasing decisions, as opposed to traveling out-of-the-area or shopping for the same goods through an out-of-area store or online retailer.

The campaign was paid for with one-time American Rescue Plan Act funds approved by the Chico City Council in January, 2023.

“The campaign is designed to shift consumer, business, and institutional spending and popularize the idea of patronizing local businesses. It is designed to motivate residents and institutions to adjust their shopping habits,” said Deputy City Manager, Jennifer Macarthy. “The campaign materials are bright, cheerful and eye-catching; making you excited to *Get it in Chico*.”

Get it in Chico highlights community character and consumer choice. This shop local initiative will feature a variety of local businesses, from one-owner boutiques to national chains. The goal of this campaign is to recognize that each local business serves their own niche, in their unique and diverse manner, and together, local businesses create a rich tapestry of culture and community.

Shop local campaigns inform the public about the benefits of supporting local businesses and can create a lasting culture of patronage at local businesses. “Consumers are looking for more than something to buy - they are looking for something to buy into - an idea, behavior, experience, product, or service that represents their lifestyle, interests, and values,” said Mayor of Chico, Andrew Coolidge. “*Get it in Chico* will connect with consumers and remind them about the diversity of products and unique goods that can be found right here in our community.”

Businesses that readily and actively participate in *Get it in Chico* will reap the benefits of community-wide promotion, expanded consumer awareness of available local goods and services, and enhanced community pride. Not only does the local business and/or producer benefit from expanded local purchases, but the Chico community will benefit through the creation of jobs and expansion of local sales tax revenue, which the City invests back into the community through the provision of services. Information on how businesses can participate in the *Get it in Chico* campaign will be presented during a public event to be held in October. More information about the event will be provided in the coming weeks.

Get it in Chico will launch in October, 2023, and be highly visible during the holiday shopping season and into 2024, reminding residents if you need it or just want it, you can *Get it in Chico*.

For more information on the Shop Local campaign contact Jennifer Macarthy, Deputy City Manager, at 530-896-7204 or jennifer.macarthy@chicoca.gov.

Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the world. For more information, visit www.chico.ca.us.

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