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Attention Boonsboro Businesses:

July 5, 2016

We want to increase awareness of the great opportunities to shop local and take advantage of local services. To that end, the Economic Development Commission (EDC) is encouraging area businesses to take part in a new "First Saturday Specials" program that will launch October 1, 2016.

Participation is completely voluntary and what special you run is entirely up to you. For the town's part, we'll be supporting those that participate by advertising this new program with the fall water bill, which comes out in September. You'll then extend that special to all the locals that mention it at checkout. (There will be no requirements for club cards or the like as we wish this to be as simple a program as possible.)

Additionally, we will be organizing an advertising campaign around the "Love Your Local" theme. For instance: "Love your local bookstore...." "Love your local kid shop...." "Love your local accountant...." The list goes on.

Use this theme when creating your own ads and when sharing on social media. Don't forget to take advantage of the Boonsboro, MD Community Page on Facebook at [www.facebook.com/boonsboromd](http://www.facebook.com/boonsboromd).

Boonsboro has also recently purchased the domains ShopBoonsboro.org and LoveYourLocal.net. While we have our town business directory available at <http://www.town.boonsboro.md.us/>, the two new domains will allow the town to help promote all our local businesses with an easy to remember address. Be sure your information is up-to-date in the directory as we'll be driving more traffic there (and to you) shortly.

Your next steps (complete by September 1, 2016) :

1. Fill out the "First Saturday Specials" form, here: <http://tinyurl.com/hyqsech>.
2. Start letting your customers know to anticipate your offer and to encourage them to share it with their neighbors.
3. Advertise the LoveYourLocal.net website and direct your customers to find all the other local businesses participating there.

We look forward to hearing back from you and invite you to be part of the discussion on Facebook at [www.facebook.com/boonsboromd](http://www.facebook.com/boonsboromd), the Boonsboro, MD Community Page.

Sincerely,

Jennifer Guenther  
EDC Commissioner