

BUY LOCAL

MCKINNEY FIRST.COM

A program of the McKinney Chamber of Commerce,
Funded in part by the McKinney Community Development Corporation



- The McKinney Chamber of Commerce rebranded the buy local initiative. Originally, McKinney First Be Vocal, Buy Local!, messaging was unclear and imagery was busy.

McKinney First!
 A program of the
 McKinney Chamber
 of Commerce

**Reasons
 to Buy Local**

**Events &
 Promotional
 Calendar**

**Find a
 Local
 Business**

**Partners
 & Links**

Connect with us:




**Be Vocal.
 Buy Local.**

*Support local small businesses,
 and keep money in our
 community!*

Did you know: Of every \$100 spent in McKinney, \$73 stays here to be reinvested in community services? Dollars that improve things we use every day, like roads, buildings, and parks.

Plus, small businesses in our community give us a one of a kind personality that is uniquely McKinney, attracting visitors, new residents, and creating jobs.

Take the **Pledge**
**Be Vocal.
 Buy Local.**
Click Here

McKinney First!
Where's George?
 See where the money you spend in McKinney goes. Click here to track your bills



McKinney First! gift guide

*A Proclamation from the
 City of McKinney, TX*

**Chamber Member to
 Member discounts
 in McKinney!**
 Click HERE!



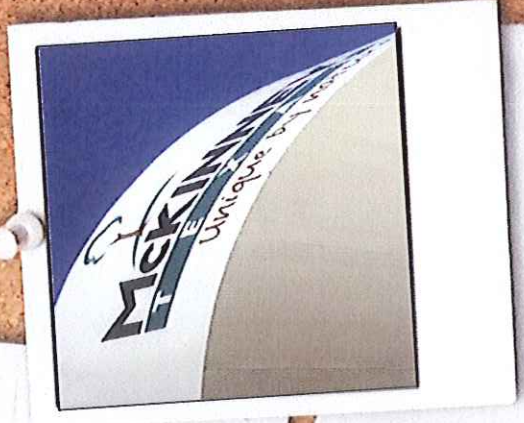
Meet one of
 your local
 merchants

*Be Vocal.
Buy Local.*





*Be Vocal.
Buy Local.*



MCKINNEY! Be Vocal. Buy Local.

mckinneyfirst.com



- Now, Buy Local McKinney First!, the initial call to action is unquestionable. The website, McKinneyFirst.com has been simplified, focused on a blog-like module where content is current and relevant.

[HOME](#)

BUY LOCAL
MCKINNEY FIRST.COM

**FOR EVERY \$100 SPENT
WITH A MCKINNEY MERCHANT,
\$68 STAYS IN OUR COMMUNITY.**

[WHY BUY LOCAL](#) [FIND A LOCAL MERCHANT](#) [EVENTS CALENDAR](#) [PARTNERS & LINKS](#)

FOLLOW: [t](#) [f](#) [x](#)

THU FEB

21

BUY LOCAL MESSAGE FROM MCKINNEY MAYOR BRIAN LOUGHMILLER

The year is off to a fast paced start and we are continuing to monitor current infrastructure projects that impact our local residents. We appreciate the [...]

[> MORE](#)

WED FEB

13

MCDC'S PROGRESS HAS CONTINUED TO KEEP MCKINNEY A TOP NORTH TEXAS CITY

Take a trip through McKinney and quickly you will see why the city has earned recognition for being the 2nd best place to live in [...]

[> MORE](#)

TAKE

THE PLEDGE

FIND A LOCAL

MERCHANT

THE LOCAL

BUSINESS LIST



**BUY LOCAL
MERCHANT KIT**



front



A Program of the McKinney Chamber of Commerce
funded in part by the McKinney Community Development Corporation.

back

Merchant Mailer front/back
8.5 x 11 folded down to 5.5 x 8.5



Dear Member,

Did you know? "Buying local" helps to:

- Create Local Jobs
- Conserve Tax Dollars
- Nurture Community Pride

In fact, for every \$100 spent in McKinney, \$68 stays right in our own backyard. Please help spread this message by taking part in the revitalized "Buy Local - McKinney First" campaign. We've completely re-focused our logo and messaging to add energy and consistency to this initiative, which includes new:

- Contests & Promotions
- Website & Social Media Push
- Signage & Advertisements

The first step is easy; you can let everyone know that you put "McKinney First" by displaying the attached "Buy Local" window cling prominently near your store front. The cling will help to promote awareness that your business is included in the "Buy Local" campaign.

In the next few weeks we will contact you with more details; however, in the meantime, you can visit McKinneyFirst.com to learn more.

The McKinney Chamber of Commerce is an advocate for the McKinney business community and proudly serves as the unified business voice of McKinney. As publisher of *McKinney Magazine*, McKinneyOnline.com and *McKinney Chamberroom*, the McKinney Chamber markets the community's advantages as the foremost location for doing business.

Please do not hesitate to contact us with any needs or questions. We appreciate your support with this campaign and for putting "McKinney First."

Sincerely,

Jodi Ann Laffreniere Ray, CCE
President
McKinney Chamber of Commerce

WHEN YOU BUY LOCAL WE ALL WIN.

FOR EVERY \$100 SPENT AT THIS MERCHANT,
\$68 STAYS IN OUR COMMUNITY.

BUY LOCAL
MCKINNEY FIRST.COM

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PLACEMENT INSTRUCTIONS

Separate the above cling from this brochure by slightly bending the upper right corner of the brochure away from the cling. The glue dots holding the cling in place should separate.

Once the cling is free from the brochure, pick a location on your front door or window. Thoroughly clean the area where you wish to display your cling. For best results make sure the area is completely dry and free from lint and debris before adhering to the glass. The cling should be mounted inside your store, but face the exterior.

Merchant Mailer w/ Cling
8.5 x 11 folded down to 5.5 x 8.5

BUY LOCAL
MCKINNEY FIRST.COM

COLLATERAL



Individually Wrapped Mints



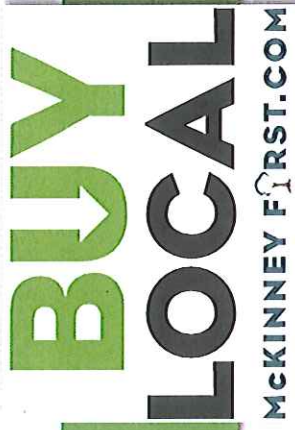
2" Buy Local Stickers

FOR EVERY \$100 SPENT AT THIS MERCHANT,
\$68 STAYS IN OUR COMMUNITY.

BUY LOCAL
MCKINNEY FIRST.COM

A Program of the McKinney Chamber of Commerce
funded in part by the McKinney Community Development Corporation.

4" X 4" Window Cling



- Programs like the Twelve Days of Christmas promotion are incorporated into community events and integrate social media.

BUY LOCAL

12 Days of Christmas

DETAILS & KEY POINTS:

Start Date: Saturday, December 1

End Date: Monday, December 12

Starting Dec. 1, the McKinney Chamber of Commerce will announce a new participating merchant each day at *McKinneyFirst.com* and *Facebook.com/McKinneyFirst*, until December 12. The promotion will run thru the 17 to maximize each merchant's participation.

Social Media Sweepstakes: Every person who posts a picture of themselves on our Facebook page (*Facebook.com/McKinneyFirst*) at each of the merchants involved in the 12 Days of Christmas promotion between December 1 and December 17 will be automatically entered into a random drawing to win the Grand Prize of a \$250 Holiday Shopping Spree with McKinney Chamber Members. **No Purchase is Necessary.**

Although we intend to promote each store involved with the Buy Local 12 Days of Christmas campaign, It's important to keep in mind the overarching goal of educating our community on importance of buying local. Informing all your customers about the Buy Local initiative and the Social Media Sweepstakes is vital. Please mention it as often as you can.

We're extremely grateful for your participation and are excited that you are apart of our Buy Local - McKinney First initiative.

PARTICIPATING MERCHANTS:

Market Street

Edwards Floral

McKinney Wine Merchant

Kitchenwares on the Square

Subtly Southwest

Fair & Square Imports

Nan Lee Jewelry

Goodies Texas

Cookies in Bloom

209 Downtown Salon & Spa

Cadillac Pizza

Guitar Sanctuary

For more information please contact:

Jodi Ann LaFreniere Ray or Peggy Smolen, 972-542-0163 jodi@mckinneychamber.com

BUY LOCAL
12 Days of Christmas

STARTING DECEMBER 1ST

Get Buy Local Discounts at participating McKinney Merchants.
 You could also win a Holiday Shopping Spree.

Find all the details at:
McKINNEYFIRST.COM

front

BUY LOCAL
12 Days of Christmas

SEE WEBSITE

FOR EVERY \$100 SPENT WITH A MCKINNEY MERCHANT, \$68 STAYS IN OUR COMMUNITY.

A Program of the McKinney Chamber of Commerce
 funded in part by the McKinney Community Development Corporation.

back

BUY LOCAL

SPRINGTHING

APRIL 8 - MAY 3

Post a PICTURE of the
"SPRING" Purchase you made here to the
Buy Local Facebook Page
& You Could Win a
\$168 BUY LOCAL SHOPPING SPREE



Find all the details at
Facebook.com/McKinneyFirst
or at:

McKINNEY FIRST.COM

12 DAYS. 12 DEALS.

DAY 1 DEAL:

OUTDOOR LIVING POOL & PATIO

FREE 6 ft. Outdoor Stone Kitchen
with the purchase of a new Pool.

See below for details.



FOR EVERY \$100 SPENT WITH A MCKINNEY MERCHANT,
\$68 STAYS IN MCKINNEY.

FOR EVERY \$100 SPENT AT THIS MERCHANT,
\$68 STAYS IN MCKINNEY.

**BUY
LOCAL**



PARTICIPATING MERCHANT
MAY 20 - MAY 31

**FREE 6' OUTDOOR
STONE KITCHEN**
with purchase of a New Pool
(\$2000 Value - Appliances NOT included)

Get the Details on the Exclusive Deals at
Facebook.com/McKinneyFirst or McKinneyFirst.com
Using code #RaceIntoSummer at participating merchants. Offer not available at participating merchants.



BUY LOCAL

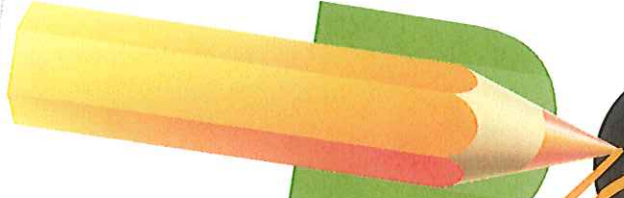
MCKINNEY FIRST.COM



BUY LOCAL

celebrate our independence

MCKINNEY FIRST.COM



BUY LOCAL

Buy Local

MCKINNEY FIRST.COM

ADVERTISING

Other tips for simple-yet-unique static elegance:

- Instead of going overboard with big bows, take a simple ribbon and add a festive ornament arrangement to your favorite architectural piece in all holiday cheer.
- Look for unexpected areas for display. Hang a wreath or garland on the wall, or use a wreath or garland on top of a painting or mirror. "It says holiday, but it is easy to fit in and natural." Weeks says.

Pick a color that you love and run with it

- Pick a color and run with it. "In a previous year, we used red and gold at Christmas," says Weeks. "We use it everywhere: banners, scarves, Red Bulls, red ribbons, and so on." Look for anything and make everything in that color. Balance it with natural backgrounds like moss, soft amber, or eucalyptus.



Call to schedule your appointment today!

Treat Yourself to Something COOL

This Holiday Season

Consider this revolutionary new body contouring treatment that promises to lift the stubborn fat you want to lose. It's never been easier to sculpt the body you want, naturally, safely and without surgery or downtime. Calculating is FDA-Cleared, non-invasive, results when you get one treatment. Just in time for your holiday plans!

Call us today to schedule your comp.

McKINNEY
Unique by nature.

Michelle Williams, M.D. & Leah M. Smith

Home | Contact Us | Member Login

BUSINESS DIRECTORY NEWS & EVENTS ABOUT MCKINNEY LIVE & WORK CHAMBER ADMMED SERVICES

Welcome To McKinney, Texas.

The McKinney Chamber of Commerce serves more than 1,200 businesses with a mission to empower our members to achieve economic success.

MEMBER SERVICES
Making our members prosper and grow their businesses and expanding our economic base.
► Director for Breakfast & Brunches!
► Get the Most From Your Membership!

BUSINESS DEVELOPMENT
Bringing resources to our members and enhancing economic development.
► Enrich Your Marketing Reach
► Buy Local - Take the Pledge

GOVERNMENT AFFAIRS
Serving as the voice of our member businesses and protecting our business environment.
► 2013 Legislative Agenda
► Local Government Results

COMMUNITY DEVELOPMENT
Developing community leaders and enhancing the future of our community.
► Quarterly Luncheon - Christmas in July
► Business Education Breakfast

CONNECT
Thank you to today's LEADS breakfast sponsor: Michael Gibson (and family) with...
► Home Again - New Post
McKinney Family Center's Grand Opening is today!
► from www.mckinnychamber.com

McKINNEY MAGAZINE
The area's premier lifestyle magazine connecting our community.
► Read McKinney Magazine

MEMBER REFERRAL PROGRAM
Earn on every purchase by referring new members to the Chamber's support. Call for details!

JOIN US TODAY!
The McKinney Chamber represents a network of over 1,200 member businesses. Let us put the resources of the Chamber to work for your business.

BUY LOCAL
McKINNEY FIRST.COM
FOR EVERY \$100 SPENT WITH A MCKINNEY MERCHANT, \$68 STAYS IN OUR COMMUNITY.

McKinney First! - Be Your Buy Local. Take the McKinney First pledge and support local business. Learn more.

Bill Papp

McKinney Chamber of Commerce

At participating businesses, you can earn a \$100 gift certificate for every \$100 spent on goods and services.

BUY LOCAL

12 Days of Christmas

McKINNEY FIRST.COM

BUY LOCAL

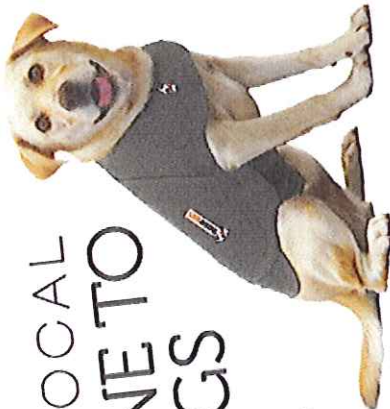
MCKINNEYFIRST.COM

style file

BUYING LOCAL HAS GONE TO THE DOGS

Why? Because for every \$100 you spend on your furry friend in McKinney, \$26 stays in McKinney. Buy Local - McKinney First is a program of the McKinney Chamber of Commerce, funded in part by the McKinney Community Development Corporation (MCCDC). The MCCDC also funds Paws & Open Space.

Improvements like the dog park at McKinney Works Park — a direct benefit to McKinney from Buying Local. Please note: products can vary by location. All of these products can be found at local McKinney merchants including the Canine Cookie Company.



Storm Soother
Is your zodiac sign set of storms? Try the ThunderShirt, a compression sweat vest that wraps your dog in soothing comfort to help relieve stress. Comes in seven sizes.



Tasty Treats
The Canine Cookie Company makes it's dog treats from scratch in a local bakery. All of the ingredients are locally sourced. We hear who cut each treat by hand. The Squirrels are widely available.



Dog Wow Bling
Does your dog need a little sparkle? Faux Clam collar have a removable stripe that can be customized with your dog's name or charms.

Custom Collars Handmade in McKinney
These handmade silver collars provide more sparkle over your dog without the choking threat of a real collar. A high selection of fabrics is available to match the personality of your pooch. etsy.com/shop/mckinneyfirst



style file

snack time

Made with Love
One-of-a-kind pattern bowls are made locally by Sara Kline of The McKinney Bowl Co. The bowls are hand-painted and suitable for food or water.



Brewer Beer

Don't worry, Brewer Beer is non-alcoholic and your dog will love it. It's a liquid treat made with USDA beef or chicken, plus barley, for 8 vitamins and added Guarantha for your dog's joint health. You can even order custom labels with your dog's photo.



Pet Portraits

Local McKinney artist Helen Buluy can immortalize your pet with a beautiful portrait done in colored pencils. She works from high-quality photographs of your pet to capture their spirit. helenbuluyart.com



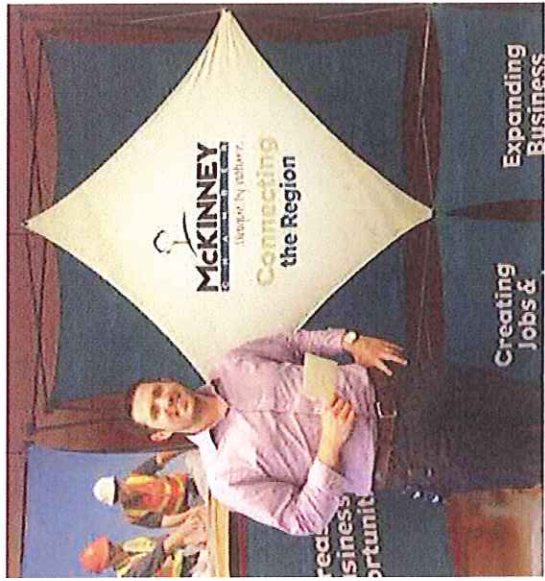
Gaga for Cooby

Cooby, a mixbreed, comes in a range of fabrics and cuts, and has a unique design that wraps around the dog's body rather than the neck. This offers dogs freedom of movement and support along a choke-free experience for those dogs who pull hard or ride dogs who need a bit more support. The "Bionic harness" is pictured above.



BUY LOCAL

MCKINNEYFIRST.COM



FACEBOOK



**BUY
LOCAL**

MCKINNEYFIRST.COM

Award of Excellence

**McKinney Chamber of Commerce
"Buy Local – McKinney First"**

Category: Campaign  Classification Two



JUNE 2013

