



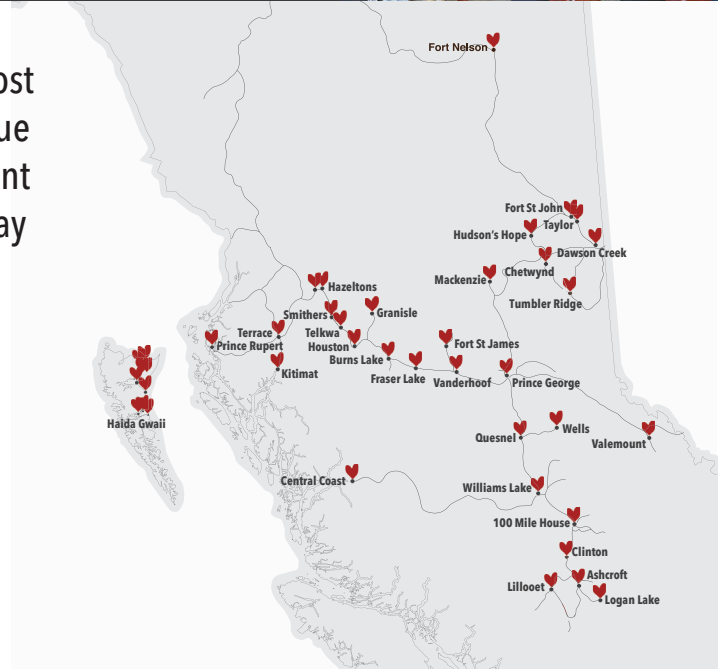
# LOVE NORTHERN BC



If you live in Northern B.C. you live in one of the most colourful, diverse and eclectic regions in Canada. Unique shops and shopkeepers are cornerstones of our vibrant communities, and showcasing them is just a small way of demonstrating how proud we are of who we are.

Love Northern BC is a program implemented many communities across our region designed to create awareness and results around local spending.

♥ [LOVENORTHERNBC.COM](http://LOVENORTHERNBC.COM)



## WE LOVE LOCAL

Keeping dollars circulating locally is key to the economic health of our communities. For every \$100 spent locally, up to \$48 stays in your community, as compared to just \$14 when spent at a big box or chain store. Shifting spending into local businesses can pave the way for growth, new jobs, a thriving economy, and keeps creative, invested, and entrepreneurial people in your community.

**More than 50% of small businesses - much higher in the North - do not have an online presence.** Love Northern BC is changing that. The program works with locally owned, independent businesses to create a profile in our online platform, complete with professional photography and writing, that will allow your business to be found in a world that is increasingly reliant on digital information.

## JOIN OUR COMMUNITY OF LOCAL ENTREPRENEURS

Joining Love Northern BC connects you with other independent business owners in your community. Collaboration and creativity thrive when we are all in it together!

A constantly developing online platform, marketing campaign, small business training and team of program champions throughout the region are just part of the investment we're making in the success of the program and your business.



# LOVE TAYLOR BC

Connect with your local Community Champion today!

**Sherri Maycock**  
Acting Community Services Program +  
Events Coordinator  
District of Taylor  
smaycock@districtoftaylor.com  
250-789-2828

## Be Part of a Regional Marketing program

Your investment to be part of this exciting program is only \$100 - this money stays in your community to support the promotion of the program!

For example, Love Northern BC takes out ads in all major Tourism Association publications that reach audiences in all corners of the province

Love Northern BC also heads regional marketing campaigns, getting the message out that Northern BC independent, local businesses are the best of the best! In addition to this, signage and branded products circulated around the region bring more attention to this popular program.

## Learn with Love Northern BC

Love Northern BC partners with Small Business BC to bring webinars to Northern BC audiences. Instead of paying \$50 per session, Love Northern BC businesses can participate for free!

## Compelling Storytelling

Working with a professional writer, your online profile will be created to feature the story of your business, your journey as an entrepreneur, your products and services, and will also highlight the ways your contribute to your community.

## The Power of Photography

Nothing tells a story quite like photos, and quality images of you, your business and its offerings are an important piece of your marketing efforts. A local photographer, familiar with the character of your community, will work with you to capture the spirit of your business. Your best photos will be featured in an online gallery and used to help promote the program.



## Is my business eligible?

Love Northern BC programs are open to independently owned, non-franchise businesses that are located in our project communities. Certain kinds of home-based businesses are eligible including artisans, crafters, food producers and farmers. Love Northern BC as a marketing tool works best for businesses that are focused on retail goods and services rather than industrial companies.

Learn how to apply by visiting:

♥ **LOVETAYLORBC.COM**