



GET OUT AND TAKE CARE OF BUSINESS

What is Anchorage First?

Anchorage First is a citywide campaign to encourage consumers to spend locally during March, April and May. The campaign encourages consumer households to spend \$50 a month locally to help support our friends and neighbors as well as ourselves.

If every Anchorage household with an income of \$50,000 or more spends \$50 a month for three months \$10,000,000 would be injected into the Anchorage economy. Assuming a dollar circulates 3-4 times locally before leaving the economy, this \$10,000,000 would affect far more businesses than the direct spend alone.

Why Anchorage First?

This will not only help the Anchorage economy, but also give consumers a feeling of control, the ability to help the economic situation through spending locally, in this time when many feel they don't have control of what is happening in our economy. In addition, it helps to show business owners and their employees that they have support in the community and that we'll all step up to support Anchorage and each other.

How can you be involved in Anchorage First?

1. Say Yes! To participating
2. Print and display the Anchorage First logo in your business.
3. Talk to other businesses about Anchorage First and ask them to participate.
4. Offer a promotion or promotions in the months of March, April and May that tie into the campaign
5. Advertise with local media outlets who are participating in the Anchorage First campaign.
6. Contact the companies you advertise with and ask them to consider participating in the Anchorage First campaign by offering a promotional advertising package and/or promoting the Anchorage First concept through placements or mentions.
7. Get out and spend locally yourself.

What you will, as a participant, receive:

1. **Listing** as Anchorage First participating business on www.GoAnchorageFirst.com (Live after launch)
2. Promotion highlighted on website (Live after launch)
3. Digital versions of 4 color & Black & White logos in print and web format available at www.GoAnchorageFirst.com (Live after launch)
4. **Recognition** at campaign events
5. **Advertising discounts** with participating media outlets as Anchorage First participant
6. Benefit of overall Anchorage First campaign which is actively promoted by AEDC, ACVB and the Anchorage Chamber with support from over 10 top Anchorage media agencies... at **no cost to you.**

Promotion ideas:

Mention Anchorage First receive complimentary Appetizer with entrée

Offer a dinner and movie for 2 package

5 shirts, 5 pants and 2 suits for \$50 dry-cleaning

Tie “Anchorage First” into a “word of the day” Facebook or Twitter promotion

Get Out and Be Seen nightlife promotion

Get Out for Anchorage First Friday!

Framing business? Offer a \$50 framing special

4 for \$50 bowling?

Winter Wednesday’s Downtown Promotion – Why not start spending locally by visiting downtown for a winter Wednesday special (Anchorage Downtown Partnership)

Anchorage First Advertising Partners

Web

Alaska Dispatch – Contact Lexie Mizeras 907.433.4307 lexie@alaskadispatch.com

Television

KYES 5 & Universal Sports Channel (Ch 312) – Jon Erickson 907.339.3821

jone@kyes.com

Twitter: [AnchorageFirst](#) (Live after launch)

Website: www.GoAnchorageFirst.com (Live after launch)

Color Logo



B/W Logo



Contact AEDC Today For More Information, To Get Logo Files and to Be Involved:

Ryan Makinster

Anchorage Economic Development Corporation

510 L Street, Suite 603

Anchorage, AK 99501

907.334.1204

rmakinster@aedcweb.com