



BERLIN JOURNAL NEWSPAPERS FILE PHOTOS

SHOPPING LOCAL MEANS more than visiting popular downtowns such as those in Green Lake (left) and Princeton (right). With numerous restaurants, retail shops and service businesses located throughout the greater Green Lake County area, to help you find your way to these hometown, locally owned businesses, Green Lake County Visitors Bureau and Berlin Journal Newspapers have teamed up for a special shop local campaign.

GLCVB, Berlin Journal Newspapers team up to promote local businesses

Shopping local is about more than supporting local businesses. It's about supporting your community.

According to available statistics, for every \$100 spent at locally-owned businesses, \$68 dollars stays in the community. That's an increase of 58 percent as compared to national chains, where only \$43 of every \$100 spent stays local.

Those local dollars strengthen your hometown by creating jobs and lowering taxes while also supporting your community through sponsorship of local events, fundraising efforts and scholarships on top of providing options for you to shop at for everyday items from clothes and household goods to unique gifts with a local flair.

In the greater Green Lake County area, shopping local also means more than heading into your own downtown, with several "downtowns" all well within driving distance.

To show their support of businesses in the area, Green Lake County Visitors Bureau (GLCVB) and Berlin Journal Newspapers (BJN) have teamed up on a special shop local campaign, featuring businesses from throughout the Green Lake County area in Berlin, Princeton, Ripon, Markesan and Green Lake.

"As our name implies, Green Lake County Visitors Bureau obviously puts a focus on tourism, but with GLCVB leadership coming largely from area chambers of

commerce, we also focus our efforts on supporting local businesses," said Scott Mundro, a member of the GLCVB Board of Directors, President of the Markesan Area Chamber of Commerce, and Berlin Journal Newspapers Editor.

Made up of chambers of commerce from Markesan, Berlin, Princeton and Ripon, with additional support from Green Lake County's Economic Development Corporation (EDC), GLCVB's Board originally began discussing a shop local campaign in late August this past summer.

Said Mundro, "We started brainstorming different ideas and eventually settled on possibly partnering with Berlin Journal Newspapers on an ad campaign that could promote local businesses leading up to Small Business Saturday on November 24 and continuing into the holiday season and throughout the year."

Mundro added, "Being a part of both GLCVB and Berlin Journal Newspapers, once we at GLCVB had an idea of what we wanted to do, I approached BJN Advertising Manager Kristian Trout, who was

very receptive to the idea."

"I loved it. I thought it was a great idea," said Trout. "Berlin Journal Newspapers operates on the similar philosophy that locals love you more. And having the opportunity to partner with an organization such as GLCVB, that covers the entire area just like our newspapers do, is a perfect match."

With financial support from Green Lake County Visitors Bureau, a co-op ad display was created, with affordable advertising spots being offered to any interested businesses. As expected, the available spots were quickly reserved, leading Berlin Journal Newspapers to double its offering from the initial one page to two full pages.

As a result of the combined effort, GLCVB and Berlin Journal Newspapers are proud to roll out their shop local campaign in this week's November 15 edition, on Pages 10-11 of the *Feature Section*, the second section included in this newspaper.

On the two-page spread, you'll find over 80 local businesses, lo-

cated throughout the greater Green Lake County area.

As a special feature of the promotion, the individual ads' borders are color coordinated: yellow for restaurants, green for shopping, and blue for service businesses.

Said Trout, "The two-page design looks amazing, and it's a great resource for the entire area, whether you're looking to grab a bite to eat, getting some shopping done for the holidays, or for whatever else you need."

Trout added, "On behalf of Berlin Journal Newspapers, I'd like to thank Green Lake County Visitors Bureau for helping support and promote local businesses, and I'd like to thank all the businesses who joined us on this campaign for supporting our local communities."

Along with running on Pages 10-11 of this week's *Feature Section*, the two pages of local offerings will also appear in the upcoming November 20 edition of *The Billboard*, leading up to Small Business Saturday in just over one week on Saturday, November 24.



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