



LD-16

Shop Outside the Box

During the 2003 holiday season, San Francisco, California (777,000), used its “Shop Outside the Box: Buy from San Francisco Small Businesses” campaign to encourage residents and visitors to shop at local, independently owned businesses. The campaign began with the selection of 35 vendors from throughout the city by the board of supervisors and the small business commission; selection was based on nominations in each of the city’s 11 districts. The vendors selected represented a broad range of businesses that sell locally manufactured goods ranging from clothing to guitars to photography to furniture. These vendors set up displays in Union Square where shoppers could make their purchases. The city collaborated with merchant associations, the chamber of commerce, and small-business organizations to promote the campaign; and the mayor presented a Most Innovative Entrepreneur of the Year award.

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