

**From:** van Dyk, Donny  
**Sent:** Thursday, December 4, 2025 5:44 PM  
**To:** Direct to Mayor and Council - DL  
**Cc:** City Manager's Correspondence Group - DL  
**Subject:** Promote Shopping Local with Vancouver's BIAs!  
**Attachments:** BIA Shop Local Social Media Campaign Dec 2025 Images.zip

**Categories:** Red Category

Dear Mayor and Council,

As you may have seen this week on the City's social channels, throughout December, in partnership with local BIAs, we will be running our third annual #ShopLocalVancouver social media campaign to support local businesses during the holiday season.

You will see #ShopLocalVancouver posts on the City's Instagram, Facebook and Threads accounts.

We also did a call out last month to all BIAs for an opportunity to "take over" our City social media channels for a day and share their #ShopLocalVancouver content within City parameters. CEC and the Business and Economy Office have collaborated to engage local BIAs, and support some of the smaller associations in their ability to participate, as well.

Mindful that we require our channels to remain open for City service-related content we have allocated eight days in December to this initiative.

Below are some key messages and social media content, as well as attached sized images for social media. Please use as you feel appropriate on your own channels to help share in the #ShopLocalVancouver festivities. You also are welcome to amplify and reshare City and BIA takeover #ShopLocalVancouver content throughout December.

We appreciate your support on this initiative.

Thanks,  
Donny

Donny van Dyk (he/him)  
City Manager  
City of Vancouver

**Key messages**

- Show some love to local businesses and #ShopLocalVancouver. Your support can make a big difference in our community this holiday season.
- #ShopLocalVancouver and help give our local economy a boost this holiday season.
- Some ways you can support local include:
  - Shopping locally in-person or online
  - Purchasing gift cards from your local favorite shops
  - Ordering delivery or take-out from your favorite local restaurants
  - Leave a positive review about your favorite local shops to share with family and friends
  - Tag and share your favourite businesses on social media
- You can also support your local Business Improvement Area (BIA)! Learn more: <https://vancouver.ca/doing-business/business-improvement-areas-bias.aspx>

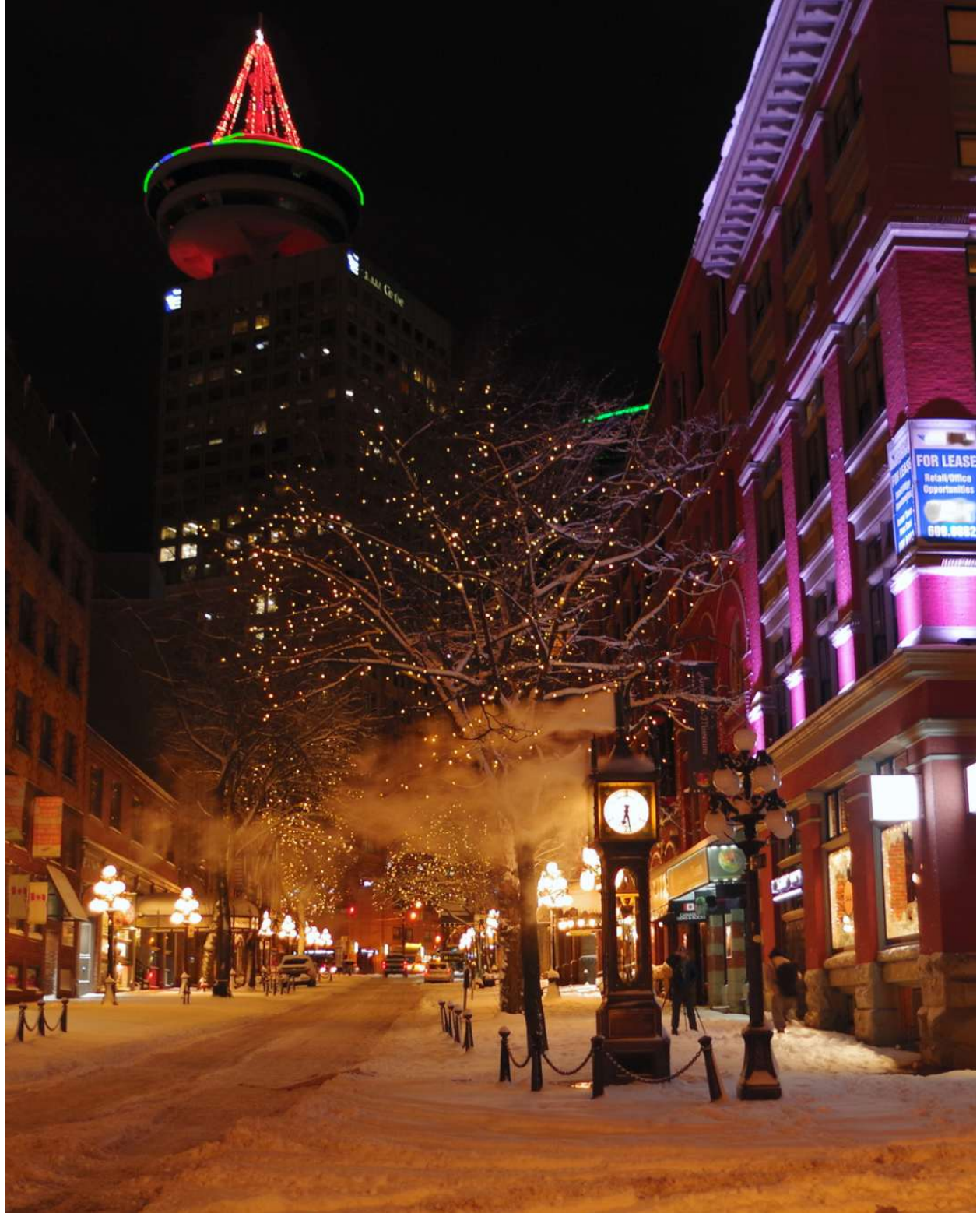
**Hashtags**

- Primary hash tag: #ShopLocalVancouver
- Secondary hash tags: #ShopLocal #BuyLocal

**Proposed social media copy**

*(To be paired with attached images.)*

Channel	Proposed copy
FB   IG   Threads	Looking for those last-minute gift ideas #Vancouver? 🎄 ✨ Support local businesses — from charming boutiques to cozy cafes. Every purchase makes a difference! 🎁 Who's your favourite go-to Vancouver business? Share below and spread the joy! #ShopLocal2025 #BuyLocal
FB   IG   Threads	🛒 Let's help boost <a href="#">#Vancouver</a> businesses this holiday season! 🎁 Support local by: <ul style="list-style-type: none"> <li>🎁 Shopping in-person/online</li> <li>🎁 Buying gift cards</li> <li>🎁 Ordering from local restaurants</li> <li>🎁 Leaving a positive review for your favourite local business</li> </ul> <a href="#">#ShopLocal2025</a> <a href="#">#BuyLocal</a>









**#ShopLocalVancouver**





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