

Buy Local BONUS



2024 BY THE NUMBERS

To encourage local spending during the holiday season, the City of SLO purchased gift cards from small businesses and rewarded shoppers with a gift card when they spent \$100 or more at retailers in San Luis Obispo.

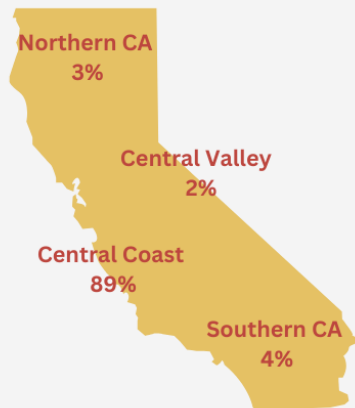
KEY STATS

- **\$115,000** in gift cards purchased from **165** local businesses
- **4,637** qualified shoppers spent **\$753,496**, based on submitted receipts
- For a combined **\$868,496** in local spending and **685%** return on investment

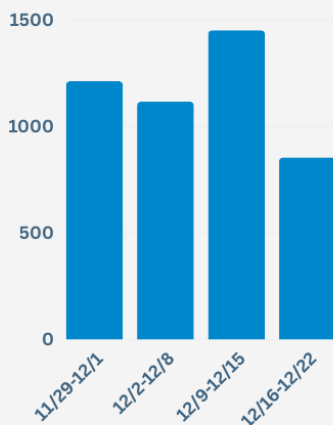
ABOUT THE SHOPPERS

Shopper's Hometown

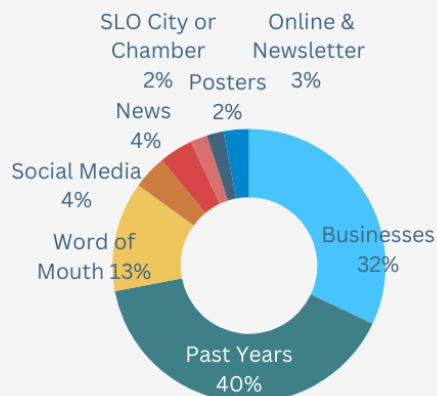
- **97.96%** were from CA
- **2%** - Out of State
- **0.04%** - International



Week of Participation



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