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Contact: Brandon Miles, Business Relations Manager, City of Tukwila,  
(206) 731-9071, [brandon.miles@tukwilawa.gov](mailto:brandon.miles@tukwilawa.gov)

## **UPDATE: SAVING LOCAL SEES THOUSANDS OF POTENTIAL CUSTOMERS, ADDS MORE PARTICIPATING BUSINESSES**

*The “Saving Local” marketing campaign promotes deal offers by businesses impacted  
by the novel coronavirus pandemic*

*More than 7,000 reviews of campaign website featuring deal offers, now including 25 businesses*

KING COUNTY – Today the City of Tukwila, City of Kent, Seattle Metropolitan Chamber, Seattle Southside Chamber of Commerce, Kent Chamber of Commerce, Renton Chamber of Commerce, West Seattle Chamber of Commerce, Columbia City Business Association, South Lake Union Chamber of Commerce, Greater Issaquah Chamber of Commerce, OneRedmond and GSBA released an update on Saving Local, an effort to help support businesses operating in King County as Washington State continues to follow Governor Inslee’s emergency orders to protect public health and safety.

Since its launch last week, the local campaign has seen more than 7,000 reviews of its Saving Local website of deal offers, with several hundred potential customers visiting the websites of participating individual businesses to learn more about a specific offer.

Saving Local has already grown to now feature 25 businesses in King County offering deal offers, with the Museum of Flight, AgWashingtonWeb, Allegro Performing Arts Academy, Anytime Fitness, Bowlero, Customized Tours, iFly, Diecutstickers.com, Dong Thap Noodles, Outpatient Physical Therapy, Sykart, Burien Actors Theatre, Divalani, A Masquerade Costume and True Nature Hypnotherapy all joining the campaign since its launch last week. Other participating businesses include Brow Arc Salon, DEFY, DoubleTree Southcenter, Famous Dave’s BBQ, Kent Eye Clinic, RAVE Foundation, Safari, Seattle Chocolate Company, Seattle Seawolves, and The Old Spaghetti Factory.

The new marketing program – [SavingLocalKC.com](http://SavingLocalKC.com) – is sponsored by the City of Tukwila and helps gather and highlight deal offers by entertainment, restaurant, retail, event and other business-types severely affected by public health guidelines during the pandemic. The program is in its early stages and intends to grow in funding and include other cities in King County as it joins ongoing efforts to support all those who rely on businesses for economic security. Companies of all sizes operating in King County are eligible to be included in the marketing campaign. There is no fee for businesses in King County to participate.



Saving Local at its outset is funded exclusively with the City of Tukwila’s Lodging Tax (tourism) dollars which in accordance with state law may only be used to promote tourism activities and cannot be allocated to the General Fund. The initial allocation of funding to launch Saving Local is \$50,000.

“We are so grateful for the outpouring of support from our local community during this crisis,” said Jean Thompson, Owner and CEO of Seattle Chocolate Company. “We know that no one is safe from the impacts of the COVID-19 crisis – whether it be concern for the health of loved ones, uncertainty over how to pay rent or struggling to make payroll. That’s why we welcome creative efforts like Saving Local to add to the toolbox for our communities to help business and economic security now, in the challenging days ahead as we all battle this pandemic and in the future so we may all continue to thrive. I hope that families and community members will find deal offers using this tool that are both a good fit for them and a great way to support the local economy.”

A new website serves as the central resource for residents looking to take advantage of deal offers from businesses. Customers may use the Saving Local website like a catalogue to browse deal offers, and after finding one they would like to take advantage of they will be redirected to the participating business website to make the purchase.

The effort is being promoted in a modest social media campaign to local residents to help promote local and inclusive economic activity.

“The novel coronavirus pandemic has challenged our entire community, and we must all stand together as we work to get through these unprecedented times,” said De’Sean Quinn, Tukwila City Council President. “We are so proud to see people coming together in creative ways to do what they can to help, often as they deal with their own individual uncertain circumstances. That’s why we worked to launch this marketing campaign to help businesses that we are rooting for not only to weather this crisis, but to thrive for years to come. I want to thank the various local Chambers of Commerce that partnered with the City on this campaign.”

As part of the development of Saving Local, it was determined that the campaign’s biggest impact would come from expanding it outside of just the City of Tukwila. The City of Tukwila reached out to cities and local Chambers of Commerce within King County to invite them and their members to participate.

“Small, local Chambers of Commerce are on the front lines of helping to serve our community during this crisis, and the needs outpace capacity,” said Andrea Reay, President/CEO of the Seattle Southside Chamber of Commerce. “We appreciate the City of Tukwila leading the countywide effort to support businesses as part of the Saving Local Campaign. The only way through the pandemic and its economic disruptions is with partnership, creativity, and realizing that impacts do not stop at city limits.”

Examples of deal offers that may be seen on the Saving Local website include discounts on gift cards, reduced rates to purchase a future “experience” at a currently closed or limited-availability location and delivery services.



## **Saving Local**

Saving Local is a local marketing program funded by tourism activity tax dollars and was created during the novel coronavirus pandemic to help support local businesses adversely challenged by necessary public health guidelines in place to support the safety of all residents. The program helps promote deal offers by local businesses and includes a website and social media advertising campaign. There is no cost to businesses to participate and while the program was launched by the City of Tukwila, it intends to grow in geographic scope in order to support the economic security of as many Washington residents as possible during the deep disruption of community, business and public health caused by COVID-19.

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