

When it comes to your needs, we say Think Lake City First

“Think Lake City First” is the marketing initiative the Lake City-Columbia County Chamber of Commerce will champion in 2012.

The campaign urges residents to consider local Chamber of Commerce member businesses for any goods and services they might need to purchase. The concept was introduced locally by 2012 Chamber President Todd Wilson, publisher of the Lake City Reporter. The Chamber’s Board of Directors approved the marketing initiative in September 2011.

The idea came from researching other marketing campaigns with media members and Chamber officials from throughout the country.

“We certainly want people to shop at home in our local retail establishments, but this campaign is more,” Wilson said. “We have many Chamber members who offer professional services and we wanted the marketing initiative to benefit everyone.

“If you need medical services, ‘Think Lake City First.’ If you need a general contractor, a plumber, or an electrician, ‘Think Lake City First.’ If you need an attorney, financial services, or to rent a facility for a family reunion, ‘Think Lake



THINK LAKE CITY FIRST



City First.’ It’s a simple slogan that covers everything and promotes every sector of our business community.”

Chamber Executive Director Dennille Folsom said she thinks the marketing campaign will benefit existing Chamber members and encourage others to join and get involved in the Chamber’s business network.

“The Chamber wants to focus and bring awareness to community members on all of the businesses and services we offer here in town,” Folsom said. “We believe ‘Think Lake City First’ will serve as a reminder to everyone that Lake City has so much to offer. Our goal is to make this campaign much more than just a year-long venture. We want “thinking” Lake City to become a habit in people’s decision-making process.”

For Chamber of Commerce members, foam-board lawn signs and static window cling signs proclaiming the slogan are available for purchase. For more information on “Think Lake City First” and the Chamber of Commerce, call (386) 752-3690 or visit www.lakecitychamber.com or www.thinklakecityfirst.com.