

Snowmen in the Square

Shop Local this Holiday Season

A Campaign for the Oxford Lafayette Chamber of Commerce

By: Erin Prince

Organization, Situation and Research

This campaign is for the Oxford Lafayette Chamber of Commerce (“Chamber”) and addresses the situation of promoting local businesses to increase the amount of shopping by 20% by January 2025, especially businesses that are Chamber members, will seek to increase awareness of local member businesses and positive perceptions while increasing visibility for local holiday shopping.

Prior to beginning planning, formative primary and secondary research was done on Chamber background and on the situation of shopping locally.

According to the Chamber's website their mission statement is *“Our mission is to undertake programs and projects that improve the quality of life in our area.”* Their vision statement is *“By seeking a positive business climate conducive to growth of our private enterprise system, raising per capita income and providing strong financial, physical and Human Resources we create a better life for all of our citizens.”*

Primary formative research was conducted to guide the direction of this campaign. An initial interview with Pam Swain, CEO of Oxford Lafayette Chamber of Commerce, revealed foundational issues to this campaign. Swain, when asked about the events that work the best for the Chamber, she said *“...a Chamber is not meant to be one size fits all, I’ve always felt like I have to change my approach to every member I speak to because they all have different needs.”* The marketing channels that work best for the Chamber according to Swain are *“Social media seems to be working well for us.”* When asked about her vision, she said *“We are constantly growing and changing, based on what our members need from us. I would like to grow our staff, grow our membership from 750 to 850, and also make our business more modern and appealing to visitors and potential members.”*

Prior to beginning planning, secondary research was done on the background of the Chamber to increase the amount of shopping by 20% by January 2025.

Every Chamber is focused on bettering their community. The Chamber of Commerce in Crystal Lake, Illinois has over 500 members and focuses on promoting change that improves business, benefits the community and improves the economy (Crystal Lake Chamber of Commerce). A comparable town to Oxford, Auburn, Alabama’s Chamber of Commerce puts influence on their small businesses and has plenty of events that highlight those. They put emphasis on ribbon cutting ceremonies (Auburn Chamber of Commerce). The City of Olive Branch, Mississippi’s Chamber of Commerce has holiday celebrations. They host a Christmas parade which is on December 2, 2023 at 2 p.m. (Olive Branch Chamber of Commerce). The City of Oxford and Visit Oxford team up to celebrate the holiday season with the “Holly Jolly Holidays” event where the Oxford Square gets lit up and decorated for the holidays. This is celebrated on Sunday, November 19, 2023 at 6 p.m. (Visit Oxford and The City of Oxford).

Target Publics

The target public for this campaign will be the Oxford and Lafayette County community. The focus will be on Oxford families since they live in town full time and have more access to local businesses year round.

Oxford is home to a population of 55.7K people (Data USA). The median household income grew from \$53,318 to \$54,720 between 2020 and 2021(Data USA). These statistics show that Oxford is a growing community that is enriched by local businesses.

SMART Objectives

To increase **awareness** of local businesses in the Oxford/Lafayette County area 20% by January 2025.

To **reinforce the attitude** of importance of shopping locally especially during the holiday season to Oxford locals by 15% by January 2025.

To **change the behavior** of Oxford locals about businesses and grow support by 10% by January 2025.

Plan Strategy/Key Messages (KM)/Slogan/Spokesperson

The psychology behind this campaign is that the holiday season is nostalgic for many people, and Oxford has a Christmas charm about it. This campaign will capitalize on the holiday spirit to encourage people to shop locally and support small businesses. The reasoning behind this campaign is that shopping increases greatly, sometimes by 40% for small/mid-sized businesses (aofund), and the Chamber wants to stimulate growth for their members as well as other local businesses of Oxford. The idea of the “Snowmen in the Square” event is a nod to the children’s book, ‘Snowmen at Night’ by Caralyn Buehner. The approach will be a family-friendly event that Oxford locals can enjoy. The organization will be positioned as a place that represents the businesses within the Oxford Lafayette County area throughout the campaign. Social media diversifies the pool of marketing using Facebook, Instagram, and X. There would be a plan to market the event through Visit Oxford and the City of Oxford (website/social media). The campaign will be focused on holiday shopping in Oxford and supporting local businesses. The “Snowmen in the Square” event would be on Sunday, December 8, 2024, but the campaign would start early November and end on December 29, 2024.

Topic Key Messages:

- Shopping local during the holidays supports the town.
- Shop Local family oriented events build community involvement.
- Supporting small businesses can have a big impact on a town.

Organization Key Messages:

- Expand the knowledge of the Chamber to locals.
- Make the Chamber the “go to” place for new families in the area.
- Bring awareness of the Chamber to businesses to help grow membership.

Slogan

Snowmen in the Square- Shop Local This Holiday Season

Extras

This event will not have a spokesperson, but there should be speeches by Pam Swain, the Chamber of Commerce’s CEO as well as the Mayor of Oxford, Robyn Tannehill.

The mascot of the event/overall campaign will be an elf named Chamby who is the “guide” for the event. He explains where the snowmen are and how to find them at each of the local stores. He can also be featured on all Chamber social media accounts and be the Oxford ‘Elf on the Shelf’ to encourage families to ‘Shop Local’.

The campaign will use the Chamber logo so it is recognizable but changed for the holiday season. See Appendix A.

The theme colors would be greens, reds, blues and pinks. These colors tie the holiday events together.

Overall, the vibe of the campaign will be nostalgic holiday fun focusing on the importance of local businesses.

Tactics: Actions

Action tactics in this campaign include an event entitled *Snowmen in the Square* and a *Social Media Raffle*. The full event outline(s) can be found in Appendix B.

Tactics: Communication

The following plan includes 1) controlled/owned media, 2) uncontrolled/social media, and 3) mass media.

The controlled media will be the fliers the Chamber gives out as well as the promotional ads used on their website.

The uncontrolled media will be Chamber’s social media platforms like Instagram, X, and Facebook as well as posts on Visit Oxford’s and the City of Oxford’s social media/websites. See Appendix C.

The mass media will be utilized in this public relations campaign. A media kit will be sent to Bullseye 95.5 radio station, Invitation Oxford, and the Local Voice. Communication of the key messages and events to the target public will be done through these forms of media. The media kit will include: 1) a media list of members of the mass media to contact, including journalists’ names, email addresses, news outlets, and rationale, 2) sample cover letter to member of the media pitching this CP, 3) media alert on an event or campaign or interview opportunity in your CP, 4) fact sheet, 5) hard news release, 6) additional news release with photo and cutline, 7) :30 video script. Full mass media kit in Appendix D.

Materials and Budget

Item	Cost	Notes
Plywood is \$26 for a 4ft by 8ft	\$338	- 4 snowmen can be cut from each piece of plywood - Would need 13 sheets
White Exterior Paint	\$15	- 1 gallon
Ads in Paper/Magazine	\$250	- Run it a month before the event (once a week in the paper)
Signage (Banner)	\$75	- Hang up by City Hall with all businesses participating as sponsors on it
Trophy	\$150	- Trophy with engravable plates to give winners name and year
Radio Ad	\$300	- Run it a month before the event (two times a week)
Chamby the Elf Stickers (giveaway items)	\$170	- 1000 custom stickers
Snowmen Ornaments (giveaway items)	\$140	- For the first 75 people/families that find all 50 snowmen and vote on

		favorite - 12 pack on Oriental Trader
Pamphlets	\$285	- Map to find the snowmen at the stores - Learn more about the Chamber and the City of Oxford - Z Fold Matte 1,000 Paper Brochures
Social Media Campaign Giveaway- Restaurant Gift Card	\$300	- Winner gets a restaurant gift card
Social Media Campaign Giveaway- Stanley Cup (40 oz.)	\$45	- Winner gets a Stanley cup
TOTAL	\$2,068.00	

*The Chamber has tables and a tent that the event could use. There would be drawings for door prizes that were donated by local businesses. The Chamber would need to generate a QR Code and print it on the pamphlet. There would be no food/drink provided in order to promote supporting local coffee shops/bakeries in the Square.

Planning and Timetable

Date	Task
October 5-7	- Draft posts for the campaign announcements so they can start going out to businesses letting them know about the event
October 17	- Create social media posts for the event to bring awareness on all Chamber social media platforms

October 24	- Post graphics with the businesses and restaurants that will be participating in the event
November 1	- Wood and paint delivery to Chamber member volunteer - Post on socials still
November 2	- Continue to post on all social media accounts - Start to gather door prizes from the stores as giveaways
November 10	- Stores get snowman blanks this day
November 20	- Continue to post about the Snowmen in the Square event on all platforms - Post on TikTok via Visit Oxford's account
December 7	- Stores in the Square do display. - Chamber staff and volunteers set up other member snowmen at pocket park or in common spots in Square
December 8	- Day of the event "Snowmen in the Square" - Set up a tent, table, giveaway items, door prizes around 10:00 a.m. for the event to start around 11:00 a.m.
December 9	- Winner is announced based on votes via QR code scans - Winner is presented with the trophy for winning best Snowman
December 12	- Keep posting on socials the importance of shopping local through the holidays - Announce the winner of the social media giveaway contest
December 29	- Campaign ends

Evaluation

The campaign will be evaluated by checking in with Chamber members to see if their business increased during and after the campaign wraps up. The 20% increase goal goes until January 2025 giving members the month of December to profit from the holiday season due to the increase in shopping.

The standards used to determine if the campaign is successful is to increase foot traffic, see the participation numbers for voting, store sales for the time period of the campaign and an increase in social media engagement.

The goal is to increase **awareness** of local businesses in the Oxford/Lafayette County area by 20% revenue by January 2025. This can be measured by seeing if the businesses had an increase in revenue (total across all businesses that participated in the Snowmen in the Square event) by 20% by the time the new year comes.

To **reinforce the attitude** of shopping locally especially during the holiday season to Oxford locals by 15% by January 2025. This can be measured to see how the perception of shopping locally has changed after the campaign ends to see if locals now place a higher value on local businesses around 15%. There will also be a survey sent.

To **change the behavior** of Oxford locals about businesses and how to support them by growing the support by 10% by January 2025. This can be measured by investigating the increase in local businesses revenue by 10% and monitoring the amount of shoppers during the campaign.

Evaluation Survey

I prefer to shop locally

1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree

I like to shop at chain stores more than local stores

1- Strongly Agree, 2- Agree, 3- Neutral, 4- Disagree, 5- Strongly Disagree

There are plenty of local businesses in Oxford

1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree

I like to shop locally

1- Strongly Agree, 2- Agree, 3- Neutral, 4- Disagree, 5- Strongly Disagree

There are enough events in the Oxford/Lafayette County Community that highlight local businesses

1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree

The survey will be sent to Oxford locals as well as anyone who attended the event because their information was collected via the QR code when they voted or entered for social media giveaways.

Conclusion

The overall campaign is to support local Oxford businesses during the holiday season through the target public of Oxford locals. The campaign seeks to increase revenue of local businesses by 20% by January 2025. There will be two events featured during the Snowmen in the Square-Shop Local This Holiday Season Campaign including the “Snowmen in the Square” event as well as a social media giveaway. These two events will help the target public engage with local businesses within their community and then continue to benefit the Chamber.

References

Crystal Lake Chamber of Commerce. (2023, November 8). <https://www.clchamber.com/>

Home - Auburn Chamber. Auburn Chamber - We celebrate, connect, educate, inform, and promote our business members. (2023, September 7). <https://auburnchamber.com/>

How To Increase Holiday Sales. Accion Opportunity Fund. (2022, October 28). <https://aofund.org/resource/how-increase-sales-during-holidays/#>

Official home of Olive Branch Mississippi Chamber of Commerce. Olive Branch Chamber. (2023, July 26). <https://olivebranchms.com/>

Oxford Lafayette County Chamber of Commerce. Chamber of Commerce Oxford Mississippi . (2020, September 9). <https://oxfordms.com/chamber-of-commerce/>

Oxford, MS. Data USA. (n.d.). <https://datausa.io/profile/geo/oxford-ms-31000US37060#>

User, S. (n.d.). *City of Oxford*. City of Oxford Home. <https://www.oxfordms.net/>

Visit Oxford MS. (2023, October 31). <https://visitoxfordms.com/>

Appendix A: Oxford Lafayette Chamber of Commerce Holiday Logo



Appendix B: Events

Action 1: Snowmen in the Square

Target publics: *Oxford Families*

Set a date. *December 8, 2024 from 2:00 to 5:00 PM*

Cost: *\$1,723*

Location: *The Oxford Square*

Program

Shop local event motivating Oxford citizens to support businesses within their community during the holiday season. 50 snowmen will be at various businesses and the pocket park within the Square. Event is specifically from 2:00-5:00 pm but displays will be open when all businesses open in the morning. Voting, giveaways, and door prize registration all start at 2:00 pm.

- *11:00 am Stores open and people can start to shop, displays will be up*
- *2:00 pm Voting opens for the Snowmen in the Square event officially starts*
- *4:30 pm Door prize giveaway winners are drawn and called*
- *5:00 pm The event ends but families can still vote and post their photos*
- *6:00 pm Voting closes and there can still be posts made but won't be considered for social media giveaway*

Action 2: Social Media Giveaway

Target publics: *Oxford Families*

Set a date: *December 12, 2024 at 5:00 pm winner is announced*

Cost: *\$345*

Location: *The raffle winner will be announced on the Chamber's Facebook page via a live video, the winner will also be called.*

Program

The social media giveaway is an incentive for families who come to the event and vote for their favorite snowman. By voting, families not only increase their chances of winning but they also help a business get more publicity by being the winner of the first annual "Snowmen in the Square" event. To win the giveaway, along with voting, families must also post a picture with their favorite snowman and tag the Chamber of Commerce's Instagram (@oxfordmschamber). By doing this families are entered in a raffle to win a \$300 restaurant gift card as well as a Stanley cup.

- *Announced on October 5, 2024 via the Chamber of Commerce's social media platforms; Instagram, Facebook, and X.*

- *Winner will be announced on December 12, 2024 on the Chamber of Commerce's Facebook page via a live video, the winner will also be called. There will also be a social media post going up on Instagram.*

Appendix C: Social Media Content Calendar and 9 Sample Posts, Fully Mocked Up

Social Media Calendar Link-

https://docs.google.com/spreadsheets/d/1MfxJd3F50-8_RIOQdqCNq8jyXgpEtOEiOBIM_yt3cs/edit#gid=1742421606

This campaign will not use TikTok as a platform because the Chamber does not have one and they feel it would not be beneficial because many of their members don't use that platform. However, the campaign would utilize Visit Oxford's TikTok account to post videos leading up to the "Snowmen in the Square" event.

The hashtags used throughout the entire campaign as well as the events is #snowmensquared !

X (Twitter) Tweets-

1. Ever wonder what Snowmen do in the Square? Come to the Chamber of Commerce's "Snowmen in the Square" event to figure it out!#snowmensquared
2. Shop Local this holiday season in the historic downtown Oxford Square, you might even feel like you're in a snow globe #snowmensquared
3. Want to be a winner this holiday season? Come to the "Snowmen in the Square" event! Vote for your favorite snowman and post a picture with it and tag our Instagram to enter our giveaway for a gift card and Stanley cup!#snowmensquared

Instagram-



Caption: Come out and find out what snowmen really do in the Square during the Oxford Lafayette County Chamber of Commerce's "Snowmen in the Square" event on Sunday, December 8, 2024 from 2-5 PM. Support small businesses, Shop Local This

Holiday Season! Don't forget to enter our giveaway by voting for your favorite snowman and taking a picture and tagging us right here on our Instagram! #snowmensquared



Caption: It might not be snowing but there are plenty of snowmen in Oxford's Square. Experience the joys of our snow globe town at the Oxford Lafayette County Chamber of Commerce's "Snowmen in the Square" event on Sunday, December 8, 2024 from 2-5 PM. Don't forget to enter our giveaway by voting for your favorite snowman and taking a picture and tagging us right here on our Instagram! #snowmensquared



Caption: Get your holiday shopping done and shop local this holiday season with the Oxford Lafayette County Chamber of Commerce's "Snowmen in the Square" event on Sunday, December 8, 2024 from 2-5 PM. Don't forget to enter our giveaway by voting for your favorite snowman and taking a picture and tagging us right here on our Instagram! #snowmensquared

Facebook-



Caption: Bundle up and bring the family to celebrate the holidays with the Oxford Lafayette County Chamber of Commerce’s “Snowmen in the Square” event on Sunday, December 8, 2024 from 2-5 PM. Don’t forget to head over to our Instagram to enter our giveaway! #snowmensquared



Caption: Experience the joys of our snow globe town at the Oxford Lafayette County Chamber of Commerce’s “Snowmen in the Square” event on Sunday, December 8, 2024 from 2-5 PM. Don’t forget to head over to our Instagram to enter our giveaway! #snowmensquared



Caption: There might not be snow but there are plenty of snowmen in Oxford's Square. See them all at the Oxford Lafayette County Chamber of Commerce's "Snowmen in the Square" event on Sunday, December 8, 2024 from 2-5 PM. Don't forget to head over to our Instagram to enter our giveaway! #snowmensquared

Appendix D: Mass Media Kit

Media List

Journalists	Email	Publication	Justification
Jason Plunk, Owner	jasontplunk@gmail.com	WOXD-Radio Bullseye 95.5	He is a Chamber member, who gets to support his business while promoting the Chamber's campaign/Snowmen in the Square event. Reaches an audience of Oxford locals as well.
Rachel West, Publisher	rachel@invitationoxford.com	Invitation Oxford	One of the most popular magazines in Oxford, would be beneficial to advertise in it to appeal to locals.
Newt Rayburn, Owner	newt@thelocalvoice.net	The Local Voice	A media outlet aimed towards local residents because it is the only locally owned and operated newspaper in Oxford.

Sample Cover Letter

Snowmen in the Square- Shop Local This Holiday Season

Invitation Oxford

1328 N Lamar Blvd

UNIT 104

Oxford, MS 38655

Hello Rachel West,

After learning about how much of an impact local businesses have on the Oxford and Lafayette County community, the Oxford Lafayette Chamber of Commerce wanted to create a campaign centered around supporting local businesses during the holiday season with the Snowmen in the Square campaign. The Snowmen in the Square campaign intends to raise awareness of local businesses as well as raise revenue during the holiday season for these businesses. We want to educate the residents of Oxford/Lafayette County about the local businesses in their community and provide events that they can attend that helps create more motivation to shop local.

The partners of the Snowmen in the Square campaign plan to put on two events that highlight the importance of shopping local during the holiday season and motivate Oxford citizens to come out and shop small.

Below you will find our media kit containing a media list, media alert, fact sheet about the Oxford Lafayette County Chamber of Commerce, two news releases, imagery, and a video.

If you have any questions regarding the Chamber of Commerce, the Snowmen in the Square campaign or any of the contents of the media kit, please email them to ekprince@go.olemiss.edu

Sincerely,

Erin Prince
Public Relations Director
224-828-8720

Media Alert

Snowmen in the Square- Shop Local This Holiday Season

October 5, 2024

WHAT- The Oxford Lafayette Chamber of Commerce will be putting on the “Snowmen in the Square” event as a result of their campaign “Snowmen in the Square- Shop Local This Holiday Season.” This event is open to everyone to come to the Oxford Square and do some holiday shopping while looking at snowmen scattered in different businesses throughout the Square as well as the pocket park. There will be an opportunity for everyone to cast a vote for their favorite snowman so that the business can win as well as them. There will be a social media

giveaway where if you vote and post a picture and tag the Chamber of Commerce's Instagram, you could win a \$300 gift card to a restaurant as well as a Stanley cup.

WHY- To place an emphasis on supporting local businesses during the holiday season especially businesses that are members of the Chamber of Commerce. The "Snowmen in the Square" event will be highlighting what snowmen do in the Square and what they get into at different stores during the holiday season.

WHERE- The Oxford Square

WHEN- Sunday, December 8 2024,

2:00-5:00 PM

HASHTAGS- #snowmensquared

CONTACTS-

Erin Prince

PR Director, Oxford Lafayette Chamber of Commerce

224-828-8720

ekprince@go.olemiss.edu

Fact Sheet

Oxford Lafayette County Chamber of Commerce

- Over 750 businesses and professionals working together to make Oxford and Lafayette County a more well rounded place to live.
- The Oxford Lafayette County Chamber of Commerce has been in the area since 1940.
- Sets obtainable goals to ensure Oxford and Lafayette County reach their full potential as a community.
- The cost of a Chamber of Commerce membership is a base of \$180.
- The Economic Development Foundation (EDF) and Chamber staff have been combined for everyday ease and communication.

Local Businesses in Oxford/Lafayette County

- There are 1700 local businesses in Oxford.
- Of those, 563 (about 75%) businesses are Chamber members.
- There are around 200 businesses located around the Square.
- At a past shop local event, \$8265.97 was spent at local businesses.

Sources

Oxford Lafayette County Chamber of Commerce. Chamber of Commerce Oxford Mississippi . (2020, September 9). <https://oxfordms.com/chamber-of-commerce/>

Hard News Release

FOR IMMEDIATE RELEASE

The Oxford Lafayette Chamber of Commerce will be highlighting local businesses this holiday season in the historic Oxford Square.

There will be special Sunday shopping hours throughout the months of November and December. This event benefits both the Chamber as well as the City of Oxford and local businesses.

Public Relations Director, Erin Prince, says “We hope the City of Oxford shows up and shows out for these businesses.” The City of Oxford has become known as a snowglobe during the holiday season and this event will highlight the businesses that are the heartbeat of the town.

Not only will there be an emphasis put on local businesses but there will also be a special event focused on what snowmen do in the Square and what they get into at different stores during the holiday season.

There will be 50 businesses represented in the “Snowmen in the Square” special event which will take place on Sunday, December 8, 2024. This is just one event in the holiday shop local line-up.

The other event that will take place will be a social media contest where someone will win a \$300 gift card for a restaurant in the Square and a Stanley cup. Anyone can enter the contest by submitting their vote for their favorite snowman at the “Snowmen in the Square” event as well as sharing a photo of their favorite snowman to the Chamber’s instagram. The contest will be a follow-up to the “Snowmen in the Square” event in the days after the event. The chamber will call the winners.

The holidays are the perfect time to support local businesses and what better place to do that than in Oxford, Mississippi with the Oxford Lafayette Chamber of Commerce.

About the Chamber of Commerce

“The Oxford-Lafayette County Chamber of Commerce is the most dynamic business organization in our community, where businesses and professionals come together to work to improve the business climate and quality of life for our area. With over 700 members, the Chamber strives to undertake programs and projects, which seek a positive business climate conducive to growth of the private enterprise system, raising per capita income and providing strong financial, physical and human resources for the citizens of Oxford and Lafayette County. These goals are accomplished through a variety of avenues including networking opportunities, seminars, events, marketing opportunities, referrals, exclusive discounts, leadership programs or other resources available exclusively to Chamber members.”

##

Additional News Release

FOR IMMEDIATE RELEASE

Snowmen in the Square! Let it Snow in Oxford!

What do snowmen really do in the night? Come to the Annual Snowmen in the Square event organized by the Oxford Lafayette Chamber of Commerce and find out. The event will take place on Sunday, December 8, 2024.

Snow is a rare occurrence in Mississippi so we think everyone will be excited to see what all of our chamber members have done with their snowmen. Businesses around Oxford have been given “white-out snowmen” to decorate. The decorated snowmen will be on display in the Square until December 29 so everyone has time to enjoy them before and slightly after the holiday season. Each snowman will have his own QR code in order for visitors to cast their vote for their favorite. The business that gets the most votes will receive an engraved trophy and bragging rights for a year.

Chamber employees feel that the event will help to drive traffic to the Square at a time when students are heading home for the holidays and might want to enjoy one more fun event while getting in some last minute shopping. Oxford residents can also enjoy the event and take pics with their favorite and post to the Chamber's social media (@oxfordmschamber on Instagram and Oxford-Lafayette County Chamber of Commerce on Facebook)

Erin Prince, Public Relations Director at the Chamber of Commerce said “I am very excited about the event. I can’t wait to see how businesses make the snowmen unique to them. Oxford is the perfect town to celebrate the holidays and this event will be the perfect tie in with all of them ”

In addition to the snowmen, Chamby the Elf, mascot for the event, will be on hand to visit with attendees. He is the City of Oxford’s very own elf.

Mark your calendars and check it twice! Snowmen in the Square is not an event you will want to miss this holiday season.

For additional information, please contact the Chamber offices at 662-234-4651.

About the Chamber of Commerce

“The Oxford-Lafayette County Chamber of Commerce is the most dynamic business organization in our community, where businesses and professionals come together to work to improve the business climate and quality of life for our area. With over 700 members, the Chamber strives to undertake programs and projects, which seek a positive business climate conducive to growth of the private enterprise system, raising per capita income and providing strong financial, physical and human resources for the citizens of Oxford and Lafayette County.

##



Pictured here in the Historic Downtown Oxford Square. This is the backdrop of the “Snowmen in the Square- Shop Local this holiday season” campaign as well as the “Snowmen in the Square” event. That event will happen on Sunday, December 8, 2024 from 2-5 PM. The purpose of this campaign is to increase local businesses revenue during the holiday season as well as make Oxford residents more motivated to support local businesses by having events that draw them to the Oxford Square.

Link:

https://youtube.com/shorts/ic1kAumEH_4?feature=share

This Video highlights what the event is, a sit down interview style video with Erin Prince the public relations director for the Oxford Lafayette County Chamber of Commerce.

Video/Video Script

Video Link:

https://youtube.com/shorts/G8M6_dlcu_w?feature=share

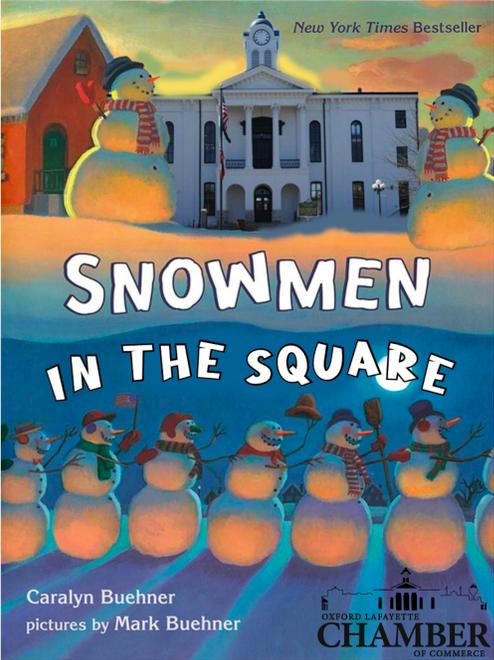
Video Script:

Timing	Audio	Visuals
0:00-0:10	Erin Prince talking; “Hey Oxonians welcome to your holiday crib. Don’t forget to shop local this holiday season with the Oxford Lafayette County Chamber of Commerce’s Snowmen in the Square Campaign.	Erin Prince in front of the Oxford City Hall in the Square
0:10-0:20	Erin Prince talking; “And mark your calendars for our annual Snowmen in the Square event on December 8th 2024 from 2 to 5 pm. 50 businesses will be featured...”	Erin Prince in front of the Oxford City Hall in the Square

0:20-0:30	Erin Prince talking: “...throughout the Square and then any extra snowmen of businesses that aren’t in the square will be featured in our pocket park. Cast your vote for your favorite snowman using any QR code...”	Erin Prince in front of the Oxford City Hall in the Square
0:30-0:33	Erin Prince talking: “...on any of the 50 snowmen featured in our Snowmen in the Square event.”	Erin Prince in front of the Oxford City Hall in the Square
0:33-0:37	Mariah Carey’s <i>All I Want For Christmas Is You</i> is playing in the background	Features City Hall’s decorations

Bonus Points

Poster for the Campaign;



Chamby the Elf Stickers for the event;



I attended the PRSSA meeting on September 12, 2023. Here is a selfie that was taken at the meeting!

