



Consumer Connection

A Consumer fair (similar to a trade show, trade exhibition, or expo) is an exhibition organized so that businesses in various industry can showcase and demonstrate their latest products and services, meet with industry partners, educate consumers, study activities of competition, and examine recent market trends and opportunities. DLCA would benefit from a program that gives consumers and local entrepreneurs the ability to market the best locally manufactured goods educating the public about details necessary responsible to monitoring the health and safety of products and services in the Virgin Islands.

1. Purpose: To motivate smart financial exchanges of local manufactured goods. Promote local spending to support consumer drive in the market place that ultimately affects pricing.
2. Possible Outcomes: Business and Consumer Networking and Collaboration, Insights
3. Possible Obstacles: Participation, Funding, and Partnerships
4. Analysis: What is done around the world and how DLCA can become a leader in this region of the world?
5. Strategy and Planning: Meeting Dates and Promoting Event



Purpose: To motivate smart financial exchanges in a publicly accessible setting and promote local spending to support consumer drive in the market place.

Like many other regions of the world, the Virgin Islands has various barriers that may make the region seem remote. By assessing and exposing the community to local options, we will be able to see a change in consumer attitudes that will change behavior ultimately changing the system. Currently the following adverse practices are common among consumers:

1. Overpaying for “outside” goods or services
2. Purchasing products with lack of information / incorrect labels
3. Using an entire commodity (Gas) without replenishing in an economically and time sensitive manner.
4. Consuming low quality goods for an affordable price.
5. Responding to stimulus that distract them from their intended purchase
6. Making spending decisions that affect their health and safety due to peer/societal pressure
7. Patronizing external retail/wholesale businesses that cause economic bleeding

This setting will allow DLCA to record common practices and measure outcomes to “every day” consumer decisions. There will be signage and instructions to promote smart shopping. There will also be a search (scavenger hunt) to find consumer code violations. By coupling the consumer code with consumer best practices, the event will be both to showcase the local commodities and services and promote smart shopping and consumer empowerment.

EXAMPLE: NAME THAT *VIOLATION!*

WHAT IS IT CALLED WHEN SOMEONE RAISES THE PRICES DURING A STATE OF EMERGENCY



Possible Outcomes: Business and Consumer Insights



The BITCOIN is an elusive form of currency that can easily be described as the newest avenue in black market culture. This event, held in Atlanta, was very successful because consumers are interested in alternative ways to make and spend their money. The concept does not change when considering a DLCA Consumer Fair. The event would be hosted on the Department of Agriculture Fair grounds to promote products and services that can be found locally. There is a special criteria to be considered when focusing on vendors and various presentations.

1. All vendors must be licensed
2. Products sold should be handcrafted or assemble by hand locally
3. Food sold must be utilize local ingredients
4. Services provided can include but are not limited to:
 - a. Computer/Technology
 - b. Cosmetics
 - c. Healthcare
 - d. Home Improvement and Real Estate
 - e. Car Repair



Possible Obstacles:

Participation, Funding, and Partnerships

The Fair would best be held during the month of March, which may be short notice for various governmental agencies. See possible timeline:

1. Advertisement and public notice to begin by 1.16.2017
2. Call to confirm vendors by 1.21.2016
3. Table Assignment and Vendor Meeting 2.1.2017
4. Second Meeting to stage the areas and find last minute needs 3.1.2017

Although there is no cost associated with the rental of the Agricultural Fair Grounds there may be an issue with giving prizes or various incentives. A budget of 1,000.00 can be projected to compensate first place Consumer Display-\$500.00. The remainder can purchase gift cards for consumers who participate in surveys and activities to improve consumer action and awareness.

Analysis:

Like other Consumer Fairs held all over the world to increase productivity and bring items that would otherwise be unavailable to the target population; the best way to draw attention to consumer needs and advocacy is to incorporate the media. The sooner we advertise the more success we will encounter. DLCA has secured a production team and will sponsor the PSA for this initiative.



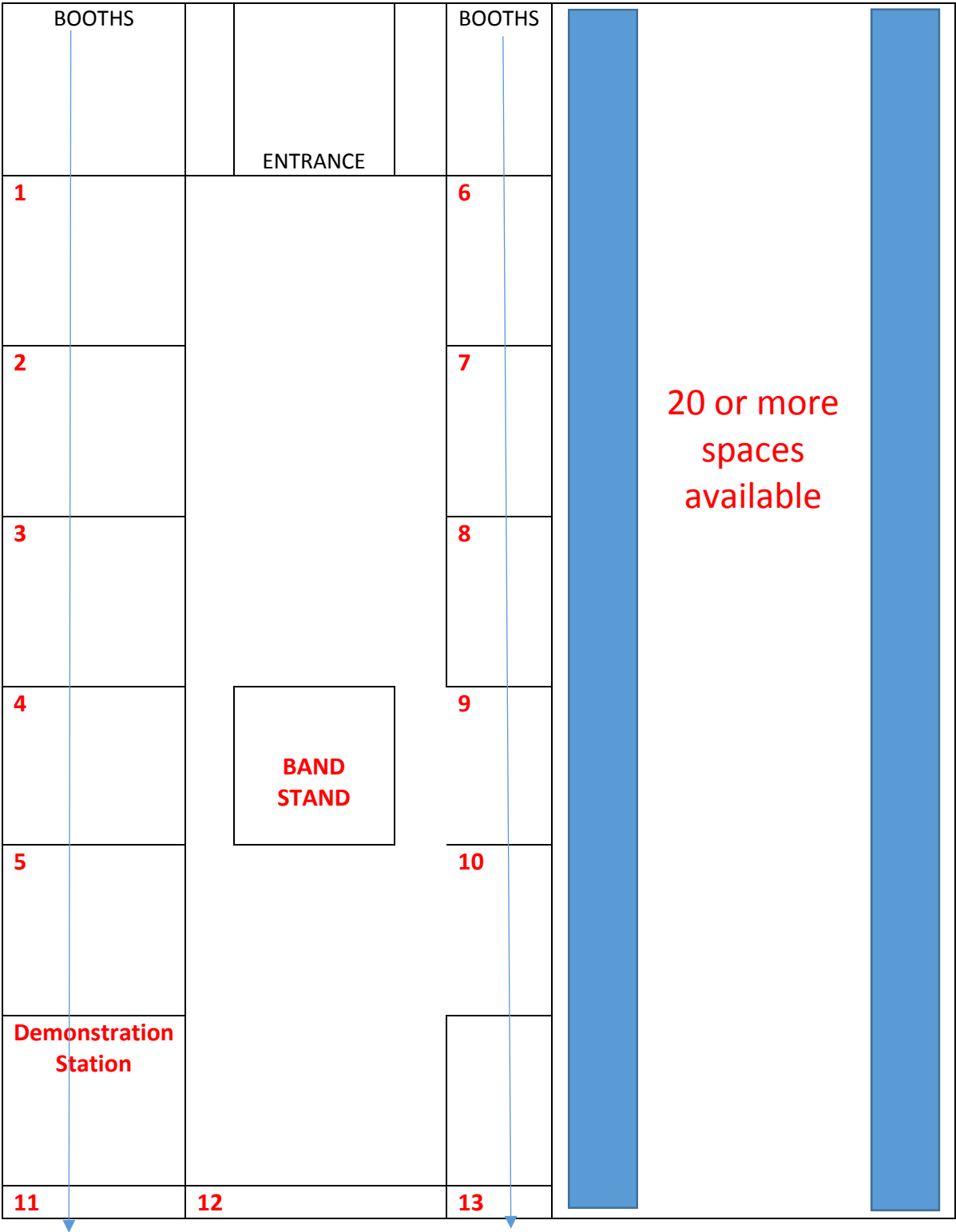
Strategic Planning: Phase 2 and other Possible Phase Sequences

PHASE 2

There will be an opportunity for networking with retailers in addition to consumer sales. By highlighting the best local items, DLCA will bring awareness to the benefits of local patronage and the high level of quality standards, which at times may also be more affordable. By promoting product demonstrations and giving incentives for the best in various arenas, DLCA will be able to find more success recruiting vendors.

There can also be incentives to give cash rewards to both businesses and consumers. Consumers can be awarded upon entry after taking a consumer survey that will help DLCA establish a gage on consumer attitudes and behaviors.

Schematics and Sections Overview



Key Coordinating Team Leads

Department of Licensing and Consumer Affairs

1. Main POC for Consumer Connection
2. General Contact of Business and Community
3. Promotion and Coordination
4. Funding for Support Services such as transportation and

Department of Agriculture

1. Main POC for Facility
2. Main Partner for Promotion of theme
3. Contact Value Added and Farmers
4. Preparing facility and Breakdown Assistance

Miss Naturalista

Beauty and Cosmetics Vendors

1. Entrepreneurs and Consumer Relations
2. Brand Pioneering
3. Local Networking
4. Statistics for cosmetics and consumption

Neighborhood Pharmacy

Healthcare and Nutrition Supplement Vendors

1. Taking your craft to the next level
2. What makes local manufactures stand out
3. How does branding affect wholesale success
4. What does reasonable pricing look like?

Christiansted Retail and Restaurant Association

Produce and Retail Goods (home, crafts, clothes) collinhodge@hotmail.com

1. Restaurant Demands for fresh Produce
2. Importance of Taste and Presentation
3. Communicating with potential buyers
4. Demonstrating Product use
5. Other Contacts Retails Stores

FEDA- Fredericksted Economic Development Authority

1. Restaurant Demands for fresh Produce
2. Importance of Taste and Presentation
3. Communicating with potential buyers
4. Demonstrating Product use
5. Other Contacts Retails Stores

Important Dates:

1. Advertisement and public notice to begin by 1.16.2017
2. Call to confirm vendors and start to send out apps by 1.21.2017
3. 1st Planning Meeting for Team Leads
4. Regroup to plan for 2.1 meeting
5. Table Assignment and Vendor Meeting 2.1.2017
6. Second Meeting to stage the areas and find last minute needs 3.1.2017

Important Contacts: Check mark indicates buy-in and contact made

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Melody Rames			FEDA