

“Local Love” Campaign for Creve Coeur Businesses



About the Campaign

The City of Creve Coeur realizes what a tough year this has been for our retail businesses—especially restaurants. The Creve Coeur Economic Development Committee has developed a program to promote our local businesses, called “Local Love.” Through this program, the City will highlight local restaurants on its social media and encourage the community to shop local.

How to Participate

We’re gathering 20-second videos, simply shot on your phone, introducing yourself and your Creve Coeur restaurant—and telling our residents anything else you’d like them to know.

Here is a sample video script that you can feel free to customize:

- Hi, my name is [*your name*] with [*your restaurant name*] located at [*address*].
- We are... [*anything you want the Creve Coeur community to know about your restaurant*]
- [*Optional*] We have safety protocols in place, including... [*curbside pickup, masks, etc.*]
- [*Optional*] We have a special offer...

We will be gathering videos from restaurants for the next few months and posting them periodically on the City’s [Facebook page](#). The City will also highlight the program in both our resident newsletter, business e-newsletter and website at www.crevecoeurmo.gov/locallove. We’re hoping you’ll want to re-post to your own Facebook followers, too!

Thanks so much for your participation. Videos will be shared on a first-come, first-served basis, at the City’s discretion. Please send the video to Melissa Orscheln, Public Information Officer for the City of Creve Coeur, at pio@crevecoeurmo.gov.

Video Guidelines

For the best results, please follow the below guidelines when recording your video.

- Shoot your video in **vertical (portrait) format**.
- Videos should be between **10-20 seconds**. Videos longer than 20 seconds will not be accepted.
- Look directly into the camera, as if speaking to someone.
- Film in a quiet spot, avoiding distracting background noise as much as possible.
- Keep your phone as still as possible while filming to prevent shaky video footage.
- Avoid patterned clothing (patterned clothing can create a fuzzy effect in videos)

Creve Coeur’s “Local Love” campaign is open to Creve Coeur restaurants and retail businesses only. The City shall determine video eligibility in its sole and absolute discretion. By submitting a video, participants agree to allow the City to use, edit and distribute the video.