

York's buy-local effort joins Retail Alliance



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York County is partnering with the Retail Alliance to help local businesses participate in the alliance's buy-local rewards program.

The county's existing "Keep it in York County" buy-local program will merge into the alliance's regional effort, the county announced.

York's Economic Development Authority is offering county businesses a grant for 50 percent of the \$145 listing fee with the LoveVa program, according to a news release.

LoveVa (pronounced "LOVE-uh") was launched in 2014 and allows shoppers to collect rewards at businesses using a smartphone app. Only a handful of York businesses had been using the program, but small businesses often lack the budget of larger companies, the alliance said. Participation comes with a website presence and Retail Alliance marketing.

"You can shop at one store and get rewarded at another; that makes it really unique," said Retail Alliance spokeswoman Kylie Ross Sibert.

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