

# Buy Nearby Fact Sheet

- The Buy Nearby campaign is an ongoing, year-round, feel-good campaign intended to create excitement about the great shopping in Michigan and the advantages of supporting retailers and communities in Michigan. The campaign is designed to get everyone excited about the great places and great shops in Michigan and get shoppers committed to buying in Michigan.
- The campaign runs throughout the year and is celebrated annually on the first Saturday in October as “Get Caught Blue-Handed” Day, which reflects the blue Buy Nearby logo (incorporating the blue of Michigan’s lakes and sky) and is a play on the expression “get caught red-handed.”
- In addition to promoting the fun of shopping at Michigan retail businesses, the Buy Nearby campaign is designed to be an economic driver for the state.
- About half of every dollar spent in a Michigan store goes back into the local and Michigan economies. (Source: 2004 Andersonville Study of Retail Economics.)
- More than 866,000 Michigan jobs are directly dependent on retail sales. (Source: PricewaterhouseCoopers LLP, The Economic Impact of the U.S. Retail Industry, August 2011.)
- If Michigan consumers chose to support businesses in Michigan by always buying nearby rather than from “remote sellers,” Michigan in 2015 would gain more than 74,639 additional jobs and \$9 billion in additional economic activity, including \$2.5 billion in additional wages the new workers would earn. (Source: Anderson Economic Group, Economic Costs of Untaxed Remote Sales and Potential Benefits of “Buy Nearby,” July 2014.)
- If Michigan consumers switched only one in 10 of their purchases from out-of-state merchants to Michigan businesses, Michigan still would gain more than \$900 million in increased economic activity and 7,463 new jobs. Switching one in five purchases would mean more than \$1.8 billion in increased economic activity and nearly 15,000 new jobs. (Source: Anderson Economic Group, Economic Costs of Untaxed Remote Sales and Potential Benefits of “Buy Nearby.”)
- More than 18 percent of Michigan’s total economic activity (GDP) comes from the retail sector and 17 percent of Michigan’s labor income comes from retail jobs. (Source: PricewaterhouseCoopers LLP, The Economic Impact of the U.S. Retail Industry, August 2011.)
- Shoppers and retailers are encouraged to use social media to post photos and comments on Get Caught Blue-Handed Day, as well as throughout the year, about their great experiences when they Buy Nearby.
- The Buy Nearby campaign was created by the Michigan Retailers Association and launched in April 2013. The campaign is sponsored by DTE Energy. Supporting sponsors include: Pure Michigan/Michigan Economic Development Corporation, Discover, AT&T, Michigan State Housing Development Authority and Retailers Insurance Company. Contributions to the campaign can be made on the Buy Nearby website at [www.BuyNearbyMI.com](http://www.BuyNearbyMI.com).
- Additional information is available at [www.BuyNearbyMI.com](http://www.BuyNearbyMI.com), [www.facebook.com/BuyNearbyMI](https://www.facebook.com/BuyNearbyMI), and [www.twitter.com/BuyNearbyMI](https://www.twitter.com/BuyNearbyMI).

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