

Buy Nearby 2019 Talking Points

If you're doing a Buy Nearby/shop-local promotion in your downtown, you need to convince not just the media to cover you, but shoppers to participate! Here are some talking points you can use to convince them of the importance of keeping their shopping dollars local:

The Buy Nearby campaign is our shop-local initiative to educate consumers on the importance of keeping their money in the Mitten! We simply ask shoppers to think before they click. Their choices can profoundly impact the vibrancy of their favorite shopping area.

The campaign runs year-round. Our downtown is celebrating on (DATES). A statewide celebration, sponsored by Michigan Retailers Association, occurs every first weekend in October. In 2019, Buy Nearby Weekend is Oct. 4-6.

Buy Nearby celebrations include a social media contest and events and specials at local stores.

The mascot, Buy Nearby Guy, is a shopping bag in the shape of Michigan. He's a popular fixture at festivals, parades and farmers' markets around Michigan. You can follow him on Twitter (@BuyNearbyMI).

The official hashtag is #buynearbymi – which matches our website, <http://www.buynearbymi.com/>. You can also find us on Facebook (fb.com/BuyNearbyMI) and Instagram (@mibuynearby).

A Michigan Retailers' economic study showed:

- In 2017, Michiganders sent \$18.5 billion out of state – money that could have made a difference in creating jobs and boosting our community's vibrancy.
- With 116,000 stores, Michigan's retail industry employs about 877,000 workers and pays \$21.6 billion in wages each year.
- If Michigan consumers switched just one in 10 of their purchases from out-of-state merchants to Michigan businesses, our state would gain more than \$1.2 billion in increased economic activity and 10,600 new jobs. Wages would increase by more than \$350 million.



The Buy Nearby campaign was created by the Michigan Retailers Association and launched in April 2013. The 2019 campaign is sponsored by DTE Energy (title sponsor) and Retailers Insurance Company (supporting sponsor).