

Are you interested in *increasing* your sales to local residents by *10%*?

Then join iBuyMoCo.com! The new campaign supported by the Monroe County Tourism and Economic Development Committee along with both the Sparta and Tomah Area Chambers of Commerce. The goal of the campaign is to increase in-county retail sales by 10% as a result of citizens shifting their current out-of-county retail spending into Monroe county.

Participants will pledge to shift 10% of their out-of-county purchases to Monroe County businesses. Each participant will receive a keychain card to present at iBuyMoCo.com businesses to verify their membership. They will receive education materials and quarterly newsletters with ideas on how to increase their local spending. Participants will also be encouraged to check out the iBuyMoCo.com website frequently for Hot Buys from local businesses and updates to the program.

There is no cost to businesses.

The campaign addresses the problem of retail leakage.

- ***In 2007, Monroe County residents made retail purchases of about \$41 million outside of the county. That is \$41 million dollars that did not support local business owners, their employees and families.***
- ***Monroe County lost the potential sales tax revenue on that \$41million.***
- ***Bringing some of the \$41 million back to Monroe County businesses supports business success, investment in growth, employment numbers, employee incomes, and tax receipts.***

www.ibuymoco.com

**Sign up
Today!**

Benefits include:

- Increase of customers!
- Formation of a cooperative business network that mutually promotes themselves through local advertising campaigns and local marketing ideas.
- You will receive a window cling, marketing flyers and registration postcards to share with your customers.
- Your business will be listed in a directory on the iBuyMoCo.com website for easy access from participants. You can let people know who you are, what you offer and how they can find you. A link to your business website will also be provided on the iBuyMoCo.com website.
- Opportunity to offer iBuyMoCo.com participants Hot Buys as an incentive to shop locally at your store.

Fill in this form or sign up on the website to increase your sales today!

Please fill in information below (Please Print):

Business/Organization Name: _____

Number of Employees: _____ **Number of Years in Business:** _____

Contact Name/Title: _____

Business Address: _____

Phone Number: _____

Email Address: _____

Website (link will be provided on our website): _____

Monroe County
ibuyMoCo.com
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Digital Photo- Please send digital photo to info@ibuymoco.com. Photo must be in .jpg format.

Business Paragraph (9-10 sentences):

- What products and services do you offer, what's unique about your business?
- Attach to form or email to info@ibuymoco.com

Please define a Hot Buy to be listed on the ibuymoco.com website. (ex: Free coffee with lunch when you show your ibuymoco.com key fob at time of purchase.

10 Keywords for your business (words used to search on website for your business)

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Please select up to Two Categories:

- Agriculture
- Banks/Credit Unions
- Business to Business/Wholesale Distribution
- Entertainment/Recreation/Fitness/Health
- Government
- Lodging/Restaurants/Hospitality/Bakeries
- Manufacturing/Processing
- Media/Marketing/Advertising/Printing
- Non-Profits/Service Organizations
- Real Estate
- Services
 - Accounting
 - Automotive
 - Construction
 - Finance
 - Insurance
 - Professional
 - Transportation
- Retail
 - Art/Books/Music/Video
 - Antiques/Thrift Stores/Resale
 - Crafts/Handmade Items
 - Gifts/Pets/Kids/Home
 - Grocery/Farmers Market/Roadside Sales
 - Hardware/Building
 - Super Center

Monroe County

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Thank you,
www.ibuymoco.com
Amy Nemitz, Chair
info@ibuymoco.com
PO Box 704 Tomah, WI 54660