

## **The Problem...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 \$41 million.
- Bringing some of the \$41 million back to Monroe County businesses supports business success, investment in growth, employment numbers, employee incomes, and tax receipts.

## **The Solution...BuyMoCo**

- Buy MoCo is a countywide campaign supported by the Monroe County Tourism & Economic Development Committee as well as the 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 the county.
- We will accomplish this through
  - Educating Monroe County citizens on why, how, and where to buy local.
  - Assisting Monroe County businesses in local marketing
  - Educating local government entities on options for buying local

## **What can residents do to get involved?**

Take the iBuyMoCo pledge

Your responsibilities: Pledge to shift 10% of your out-of-county spending into Monroe County on iBuyMoco.com.

You receive: a iBuyMoco.com window cling and keychain card along with ideas and incentives to increase local purchases.

## **How can businesses get involved?**

Register your business as a supporter of Buy MoCo

Your responsibilities: Register your support for iBuyMoCo at iBuyMoCo.com.

You receive: a iBuyMoco.com window cling and keychain card along with marketing flyers and registration postcards to share with your customers. Access to local marketing ideas and free admission to a local marketing campaign event in 2009.

## **The potential impact: A 10% increase in retail spending in Monroe County will**

increase industry sales by \$5.5 million (\$4.1 million directly and \$1.4 million indirectly),  
increase employment by 100 persons,  
increase personal incomes by \$3.5 million, and  
increase municipal tax revenues over \$700,000.