



✱ It takes YOU ✱  
to start the trend  
Shop Small  
Shop Local  
Eat Local  
Spend Local  
Enjoy Local

SHOW YOUR LOVE  
FOR  
LOCAL

# Trends from the Consumer Leakage Survey

- No one is buying food online
- Top categories purchased online: Clothing, Baby Items, Furniture/Home Décor, Insurance, Toiletries
- Saturday is the out of town Shopping Day!!
- Most requested items to buy locally: Clothing, Restaurants/Food, More Options
- 75%+ believe the Internet has better prices than local stores
- 72%+ believe it is important to buy local
- 82%+ believe buying local contributes to quality of life

# Trends from Business Leakage Survey

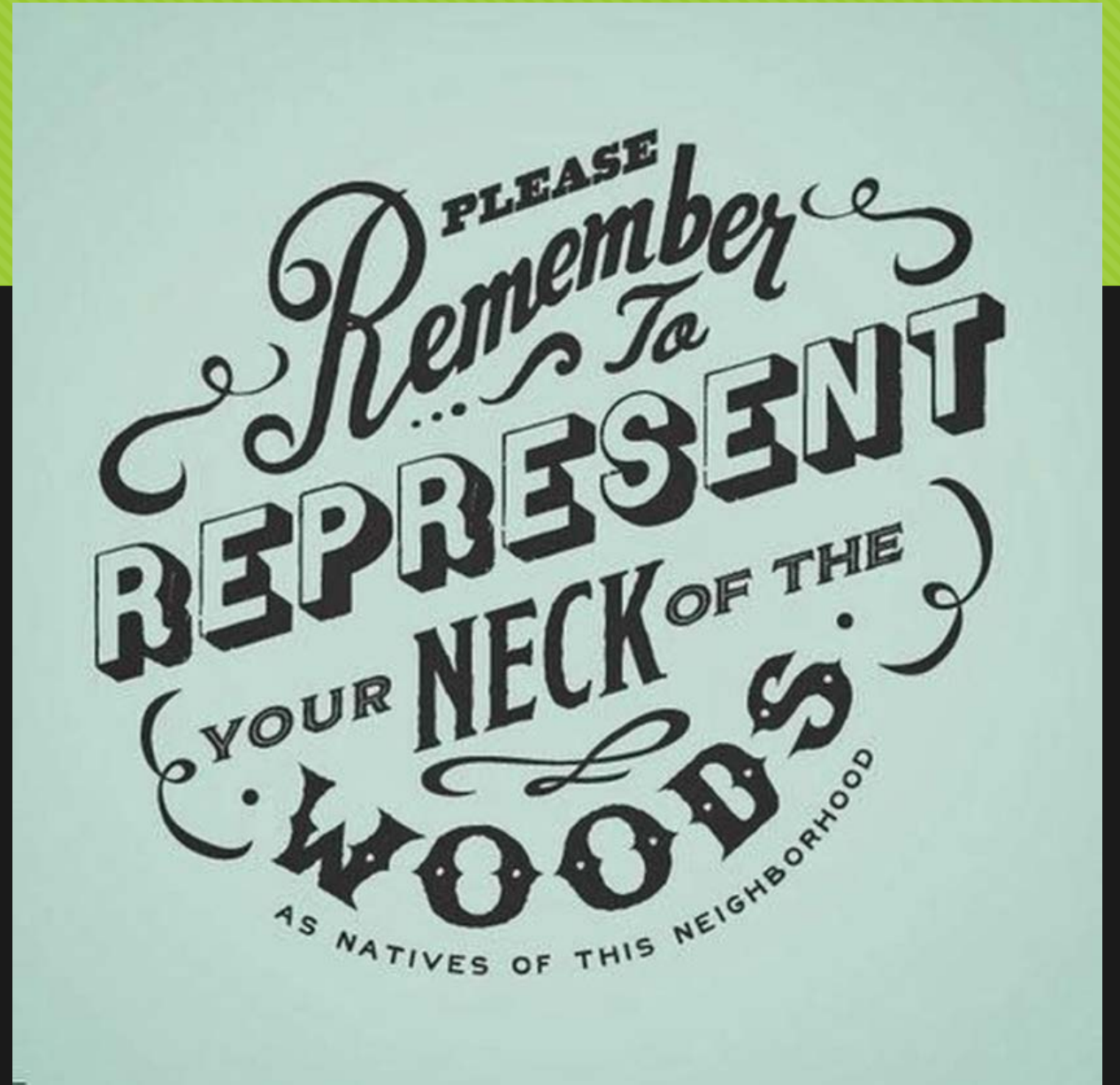
- 59% spend less than \$50 annually for marketing
- 9% don't market at all
- Paper/Office Supplies top online category for purchases *and* most requested goods available locally
- 59% believe that the internet has better prices
- 90% believe buying local is important
- 100% believe that buying local contributes to quality of life

# Shift 10%

Divide

Mercer

Golden Valley



# Campaign Ideas

○ Shop Local SATURDAYS

○ [www.localbusinesssaturday.com](http://www.localbusinesssaturday.com)

SHOP LOCAL  
*Saturday*

SH ♥ P LOCAL  
SATURDAY

# Myth Buster Campaign





Holiday Shift 10%



Community	2014	2015 (Base Year)	% Change	2016	% Change	2016 First Quarter	2017 First Quarter	% Change	2016 Second Quarter	2017 Second Quarter	% Change
Beulah	\$29,951,890	\$29,981,481	0.10%	\$37,993,974	26.72%	\$8,096,020	\$8,257,492	1.99%	\$10,849,723.00	\$10,677,872.00	-1.58%
Bottineau	\$55,186,058	\$52,605,121	-4.68%	\$46,907,626	-10.83%	\$9,173,109	\$9,079,259	-1.02%	\$12,737,255.00	\$12,438,498.00	-2.35%
Bowman	\$54,336,998	\$40,179,169	-26.06%	\$33,116,116	-17.58%	\$7,282,287	\$6,334,807	-13.01%	\$9,585,001.00	\$7,661,752.00	-20.07%
Crosby	\$32,947,373	\$23,601,208	-28.37%	\$18,970,983	-19.62%	\$3,295,495	\$3,184,411	-3.37%	\$4,601,895.00	\$4,705,931.00	2.26%
Dunn County	\$65,133,181	\$63,940,219	-1.83%	\$29,367,876	-54.07%	\$7,106,666	\$9,780,426	37.62%	\$7,091,080.00	\$11,655,895.00	64.37%
Golden Valley County	\$24,537,487	\$18,073,026	-26.35%	\$15,317,608	-15.25%	\$3,617,460	\$2,118,154	-41.45%	\$4,618,455.00	\$2,845,328.00	-38.39%
Hazen	\$24,948,081	\$22,472,672	-9.92%	\$21,034,216	-6.40%	\$4,102,840	\$4,586,612	11.79%	\$5,849,769.00	\$6,090,741.00	10.94%
Kenmare	\$35,169,925	\$26,897,576	-23.52%	\$21,028,958	-21.82%	\$3,570,841	\$3,616,469	1.28%	\$5,869,320.00	\$7,059,015.00	20.27%
Stanley	\$174,530,452	\$98,140,590	-43.77%	\$70,254,408	-28.41%	\$14,300,583	\$18,662,557	30.50%	\$17,794,616.00	\$24,816,694.00	39.46%
TOTAL	\$496,741,445	\$375,891,062	-24.33%	\$293,991,765	-21.79%	\$60,545,301	\$65,620,187	8.38%	\$78,997,114.00	\$87,951,726.00	11.34%
% change = 10.44% improvement from 2015 to 2016											

# Taxable Sales