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News

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Planning & Economic Development

For Immediate Release

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Local businesses asked to participate in Macomb County Shop Local campaign *Shop Local initiative to launch November 23 and run through December 2*

In an effort to support independently owned and operated retailers this season, the Macomb County Department of Planning and Economic Development (MCPED) is partnering with First State Bank and the Sterling Heights Regional and Macomb County chambers to launch the Shop Local Macomb campaign. This is the second year of the campaign, which encourages holiday shopping at small businesses in Macomb County.

“Shopping local is one of the easiest things we can do to support our independently owned businesses,” said John Paul Rea, director of MCPED. “These retailers help us build vibrant cities and towns by attracting visitors and new residents. Which means that spending money at these businesses during the holiday season has an impact far beyond sales figures.”

Shop Local Macomb and its corresponding social media competition will officially launch on November 23. In the interim, campaign organizers are asking independently owned and operated retail businesses in Macomb County to submit their Shop Local Saturday (November 25) deals and other holiday discounts to a digital portal here: <http://bit.ly/ShopLocalMacomb>. There is no charge to submit and all information collected will be promoted on MakeMacombYourHome.com and a variety of other mediums.

Anecdotally, businesses that participated in this manner last year saw an increase in foot traffic on that Saturday.

“We heard from many businesses after the Shop Local Saturday event last year, and those that had the extra promotion through our outlets experienced a greater number of shoppers than they had in years prior,” said Melanie Davis, president of the Sterling Heights Regional Chamber of Commerce. “So submitting your deals and discounts is an easy and free way to spread the word about your business and get new customers.”

Businesses interested in sharing their holiday deals through the online portal are asked to do so by Friday, November 16. Additional information regarding the Shop Local Macomb campaign and its social media competition will be announced shortly.

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