



Go LOCAL!
ND

✦ 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

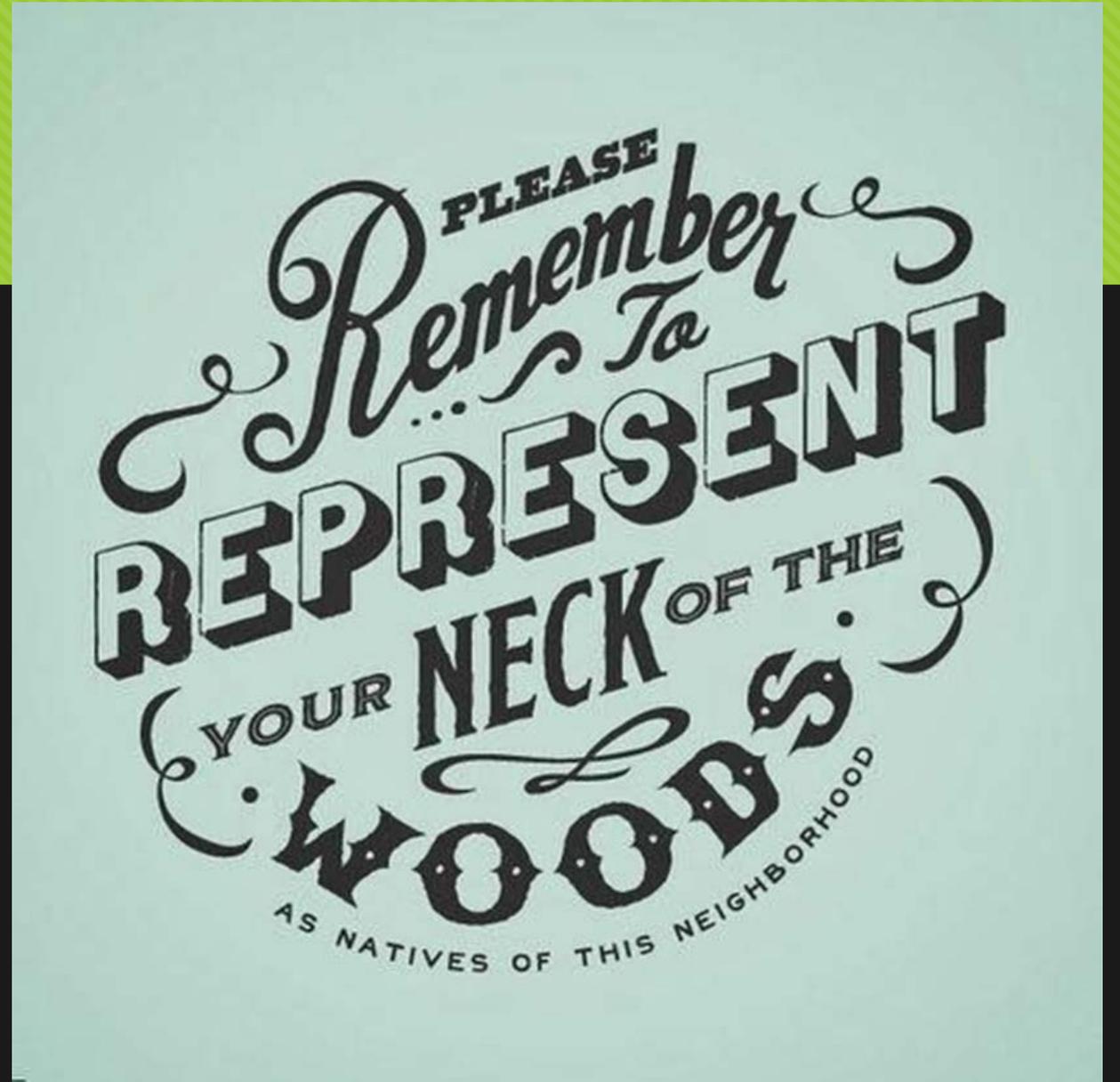
- 59% spend less than \$50 annually for marketing
- 9% don't market at all
- Paper/Office Supplies top online category for purchases *and* most requested goods available locally
- 59% believe that the internet has better prices
- 90% believe buying local is important
- 100% believe that buying local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

Shift 10%

Divide

Mercer

Golden Valley



Campaign Ideas

○ Shop Local SATURDAYS

○ www.localbusinesssaturday.com



Myth Buster Campaign



Holiday Shift 10%



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**Grow Your Heart
3 Sizes
and
Shop Local!**



Dr. Seuss **THE BARNUM CENTER**

| Community | 2014 | | 2015 | | 2016 | % Change | 2016 First Quarter | 2017 First Quarter | % Change | 2016 Second Quarter | 2017 Second Quarter | % Change |
|--|----------------------|----------------|----------------------|----------------|----------------------|----------------|---------------------|---------------------|--------------|------------------------|------------------------|---------------|
| | (Base Year) | % Change | (Base Year) | % Change | | | | | | | | |
| Community | \$29,951,890 | 0.10% | \$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% |
| Beulah | \$29,951,890 | 0.10% | \$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 | -4.68% | \$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 | -26.06% | \$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 | -28.37% | \$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 | -1.83% | \$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 | -26.35% | \$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 | -9.92% | \$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 | -23.52% | \$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 | -43.77% | \$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 | -24.33% | \$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