



### **What is the Buy Rochester Campaign?**

We are asking businesses and local governments to take a look at their purchasing habits and to pledge to shift only 5% of their out-of-area purchases back into the local area. That's right, only 5% and you will help boost the Rochester economy and your company's bottom line. After making the shift, you will be filled with pride because you bought from a fellow Rochester citizen and because you made a great business decision.

### **Why was the Buy Rochester Campaign created?**

The campaign was created in response to local business owners' desire to build on Rochester's already positive business climate. Buy Rochester will bring funds and jobs to the Rochester area while additional tax revenue will support our community.

### **Who is sponsoring the campaign?**

Buy Rochester is brought to you by the Rochester Area Chamber of Commerce and Rochester Area Economic Development, Inc. (RAEDI).

### **What is the goal of the campaign?**

Our ultimate goal is to encourage a shift in local business-to-business purchasing so that 5% of the amount now spent outside the Rochester area is returned to our local community. We'll do this by increasing public awareness about the advantages of buying from local businesses and promoting area businesses. We hope to not only improve the bottom line for these businesses, but also improve the local economy overall.

### **Where do the statistics come from?**

Input-output models are widely used in economics to study the structure of an economy. They quantify the flow of dollars to and from industries, households, governments and other final demand. A popular input-output model is IMPLAN (IMpact Analysis for PLANning). All data and analysis in this report is based on IMPLAN, unless otherwise noted.

### **Are the results being tracked?**

Yes. We will work with our pledge companies to track the success of this campaign.

### **How do you define a 'local' business?**

We consider any business with operations in the Rochester area to be local. Businesses located here, whether small family-owned stores or part of a national chain or network, employ our family members, friends, and neighbors and contribute to the local tax base.

### **What is the potential economic impact?**

According to our research, if we can achieve a 5% shift in purchasing, that could mean over \$132 million annually put directly back into our local economy. As this money moves through the community it 'multiplies' and could result in \$186 million in annual economic impact. That could translate into 1462 jobs!

### **What is the potential impact on the community?**

There is tremendous potential! New jobs, business growth and expansion, improved public services, better streets, parks, and schools... the list goes on and on! This campaign benefits all of us; the impact on the community is tremendous!

### **How can I help?**

Just pledge to shift 5% of your current out-of-area purchases back into the local community! Whether you purchase \$100 or \$1,000,000 worth of goods annually, you will make a difference! And, let us know you're participating by completing the Buy Rochester [pledge form](#), and we'll recognize and promote you on this website!

### **How do I find a local vendor to cover my needs?**

Start with the list of Buy Rochester pledge companies in the [directory section](#) of this website! If you don't find what you need there, next step is to visit the Chamber's main website at [www.rochestermnchamber.com](http://www.rochestermnchamber.com). The Chamber makes its member directory [available online](#). Search the categories there to find the vendors you need, and if you want to be included in that list, just [send an email](#) to the Chamber to become a member!

**This is something we can all do to improve our community. And best of all, there is no additional cost because it's money you're already spending!**