

Senator Meekhof offered the following resolution:

Senate Resolution No. 89.

A resolution designating October 5, 2013, as Buy Nearby Get Caught Blue-Handed Day in the state of Michigan.

Whereas, Buy Nearby is an ongoing, year-round campaign launched by the Michigan Retailers Association to benefit retail businesses and local communities across Michigan; and

Whereas, The campaign is intended to serve as a personal call to action, a symbol of pride and celebration, a rallying cry across Michigan, and an economic driver for our state; and

Whereas, Buying nearby is Pure Michigan. The Buy Nearby campaign has partnered with Pure Michigan whose website acknowledges: “Whether we're shopping for something specific, something to remind us of the good times we had in Michigan or just shopping for the fun of it, there's no limit to what we can find in Michigan stores. From custom-made goods to unbeatable bargains, this is where the shopping is always Pure Michigan”; and

Whereas, Retailing is responsible for 850,000 jobs in Michigan, and if shoppers commit to buying nearby in Michigan, we can create more local jobs through increased local purchases; and

Whereas, Roughly half of every dollar used to Buy Nearby in Michigan stores goes back into the Michigan economy, keeping more money within Michigan communities. This improves the vitality of Michigan’s local economies and their quality of life and directly supports our communities, our schools, and our infrastructure; and

Whereas, If Michigan consumers switched only 1 in 10 of their purchases from out-of-state merchants to buying nearby, Michigan retail sales would increase by at least \$750 million annually, providing a boost to our local and state economies; and

Whereas, Buy Nearby seeks to build upon and strengthen existing shop-local groups by expanding and elevating the Buy Nearby in Michigan movement to a statewide campaign; and

Whereas, The year-round Buy Nearby campaign has designated October 5, 2013, as Get Caught Blue-Handed Day, a day to celebrate local retail businesses and their importance and to encourage consumers to “get caught” buying nearby; and

Whereas, Communities and retailers are encouraged to participate by offering special events, promotions, and prizes to promote local shopping and stimulate Michigan’s economy on Get Caught Blue-Handed Day; and

Whereas, Buy Nearby will demonstrate that buying nearby can be fun and rewarding to local communities and consumers; now, therefore, be it

Resolved by the Senate, That October 5, 2013, be hereby designated as Buy Nearby Get Caught Blue-Handed Day in the state of Michigan; and be it further

Resolved, That the people of the state of Michigan are encouraged to buy nearby on this day and every day; and be it further

Resolved, That copies of this resolution be transmitted to the Michigan Retailers Association.