Fact Sheet: Buy Local Campaign and Gateway Improvement

- Madison County has developed an Economic Development Strategy aimed at guiding future activities for job creation, business retention, and an overall improvement to its economy
- The recommendation section of the Strategy identifies a goal of "improving the appearance and maintenance of gateways to the County"
- Additionally, the County is undertaking a "Buy in Madison County: Calculate the Advantage" campaign aimed at educating consumers about the impact their spending habits can have on the local economy and sales tax dollars
- As part of this Buy Madison campaign, we are working with NYSDOT to erect colorful signs along major points of entry/exit in Madison County educating passing motorists to spend their dollars here to keep sales taxes local
- The Buy Madison mission is to promote local purchasing of goods and services, from visitors and residents alike, to improve local businesses and to generate sales tax revenue for Madison County and its municipalities. We have great business assets here, let's help them thrive!
- Madison County has a net daily outmigration of approximately 10,000 people who are traveling to work outside of Madison County. We need to educate them to buy their gas, coffee, meals, clothing etc. before they leave and not let their sales tax dollars be leaked to neighboring counties
- Buying locally ensures that your sales taxes are reinvested into Madison County which in turn helps to pay for services including parks, infrastructure improvements, emergency services, snow removal, local not-for-profits, and many quality of life projects
- Research shows that entrepreneurs and experienced workers will more likely live and invest in communities that preserve the characteristics of locally owned businesses.
- **Keep Dollars Here**
  When you buy in Madison County, the sales tax collected stays in Madison County
- **Support Local Jobs**
  When you make your purchases here, you support and encourage job creation in Madison County
- **Help the Environment**
  Shopping within the community you live reduces the amount of driving required for goods and services, lessening traffic and air pollution
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