



PUT YOUR MONEY WHERE YOUR HEART IS: RIGHT HERE IN MASSACHUSETTS

My Local MA is a statewide investment from the Massachusetts Office of Travel and Tourism and the Massachusetts Executive Office of Housing and Economic Development in response to the toll COVID-19 has taken on local businesses across the Commonwealth. This statewide campaign encourages consumers to support their local economies by safely spending their money at Massachusetts businesses and attractions – in person, online, and using curbside pickup/takeout.

Our goal is to make the case that buying local is how we do our part to preserve the Massachusetts we know and love. It's about taking responsibility: for your quality of life, for your family, for your neighbors.



How are we rolling this out? Where will I see the campaign?

This campaign launches on MA's Tax-Free Weekend (August 29-30, 2020) – a great opportunity to remind consumers to support local businesses during this annual shopping event.

Over the next several months, you'll find our campaign across social media, on the web, on billboards, on the radio, on TV, in publications, and more.

When people ask why local matters, what do I tell them?



Buying local creates opportunity

Last year, 125,998 people across the Commonwealth were employed by minority-owned businesses.



Buying local is good for growth

Main streets and locally based businesses drive our economy and our workforce. 99.5% of businesses in MA are small businesses, employing 1.5 million people.



Buying local creates jobs

By shopping local you are helping to create new jobs. In 2019, small businesses were responsible for 53,980 net new jobs in MA. 46% of employees in MA work for a small business.

[Source: US Small Business Administration, 2019 Massachusetts Small Business Profile](#)

How do I talk to my customers about staying safe?

- As local business owners and employees, we're your neighbors and we care about your health. We've been working hard to create a safe experience for everyone. Things might look a little different. We may have changed our floorplan or layout to allow for social distancing. We may have new hours of operation, or reduced the number of employees. We've enhanced our sanitation procedures. And we have strict mask policies for employees and visitors.
- Many local businesses have added online ordering and delivery or curbside pickup.
- We're doing our part. You have to do yours. When you visit a local business, be sure to "mask up." We are all responsible for each other – customers, employees, business owners. And we all need to follow the rules to stop the spread of COVID-19.



#maskupma



What can I do?

1

Share our campaign on social media

Use one of our sample social media posts below or campaign badges (available on our [website](#)) to share on Facebook, Instagram, or Twitter. Make them your profile image or post about how you or your business support the campaign.

2

Use our hashtags

Use **#mylocalMA** and **#MaskUpMA** any time you post about your own business, whenever you utilize another local store or vendor, or any time you go on an intra-state trip with your family.

3

Visit our website

Go to FindMyLocalMA.com to find more information and downloadable resources.

4

Show your local pride

Hang the My Local MA flyer prominently in your window.



Sample posts:

- Local businesses like mine create jobs, contribute to our economy, and give character to our cities and towns. But we can't survive without your support. We're proud to be local. You should be, too. Learn more at findmylocalMA.com. #mylocalMA #MaskUpMA
- Our economy runs on small businesses. Proud to be part of the #mylocalMA movement!
- Local is better: That's why we're proud to source our food from local farms. #mylocalMA



MASSACHUSETTS

My Local MA is a campaign from Massachusetts Office of Travel and Tourism
Explore more communities across Massachusetts: VisitMA.com