

1 S. Main Street, 7th Floor
Mt. Clemens, MI 48043
Phone: (586) 469-5285
Fax: (586) 469-6787
www.macombgov.org/planning

News

Macomb County Executive
Mark A. Hackel



Planning & Economic Development

For Immediate Release

Media Contact: John Paul Rea (586) 469-5285

Date: November 16, 2016

Macomb County creates resource to help shoppers connect with county's 1,600 independent retail businesses

This holiday shopping season, Macomb County is making it easier than ever to support local businesses.

Inspired by the popular [Small Business Saturday](#) campaign heralded by American Express, the Macomb County Department of Planning & Economic Development has created an online interactive resource for shoppers to find and connect with the more than 1,600 independently-owned retail stores located within the county.

This new resource is a mobile-friendly interactive map that displays local shops by 16 different categories, highlights the location of the retailers within a specific area, and has a pop-up with additional information on individual shops. This new resource is available to shoppers on the award-winning Make Macomb Your Home website at www.MakeMacombYourHome.com/Shop.

“We work hard to provide every business in Macomb County with as many advantages as possible, and this holiday season we are excited to help drive consumer traffic to our strong network of local retailers,” said John Paul Rea, director of the Macomb County Department of Planning & Economic Development. “Many of these local businesses are very active in our communities. Supporting our main streets benefits everyone.”

In Macomb, the retail industry employs more than 42,500 workers and has a \$2.29 billion annual economic impact. Locally-owned independent retail establishments make up more than 1,600 of the roughly 2,400 retailers in Macomb County.

###