



Legislation Details (With Text)

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On agenda: 11/7/2017 **Final action:**
Title: SHOP SMALL 2017 PRESENTATION
Sponsors: Economic Development Department
Indexes:
Code sections:
Attachments:

Date	Ver.	Action By	Action	Result
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TO: Mayor and Commissioners
FROM: Joan K. Goodrich, Economic Development Director
THROUGH: Mark R. Lauzier, City Manager
CC: Caryn Gardner-Young, Assistant City Manager
DATE: November 7, 2017

SHOP SMALL 2017 PRESENTATION

Recommended Action:

Support and promote the Shop Small initiative in conjunction with Small Business Saturday - the Saturday after Thanksgiving.

Background:

The Delray Beach Office of Economic Development, the Delray Beach Downtown Development Authority (DDA) and the Greater Delray Beach Chamber of Commerce have once again been selected as Shop Small Neighborhood Champions supporting, promoting and growing the Shop Small movement.

A brief presentation will be made touting the efforts and activities this year.

Residents and visitors are asked to shop local with Delray Beach merchants on Small Business Saturday (the Saturday after Thanksgiving) and during the holiday season to help boost the local economy. When we shop local, our community's wealth and prosperity is increased since for every \$1 spent locally it is recirculated at least three (3) more times. By shopping locally, we also help create jobs and drive local charitable giving. Surveys have shown that nearly 75 percent of small business owners donate some portion of their profits to charitable organizations each year.

City Attorney Review:

Not applicable.

Finance Department Review:

Not applicable.

Funding Source:

Not applicable.

Timing of Request:

Timing sensitivity due to month-long promotion and campaign.