



## Legislation Text

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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.