



Legislation Text

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Report to Mayor and City Council

Tuesday, December 05, 2023

Consent

SUBJECT:

CONSIDER APPROVAL AND BUDGET APPROPRIATION FOR THE "EAT SHOP LOCAL" PROGRAM IN SUPPORT OF SMALL BUSINESS WEEK (CITY COUNCIL)

I. SUMMARY

The City of Carson is dedicated to supporting and revitalizing our local small business community. Recognizing the critical role that small businesses play in the economic health and social fabric of our city, Mayor Lula Davis-Holmes proposes the "Eat Shop Local" program. This initiative, scheduled for Small Business Week in May 2024, and under the guidance of Mayor Lula Davis-Holmes, aims to invigorate the local economy by promoting Carson's diverse business landscape. The program requires a budget appropriation of \$125,000 from the General Fund Reserve, as outlined in Resolution No. 23-194, for marketing, event organization, and other related expenses. This initiative aligns with the city's commitment to supporting small businesses and is anticipated to enhance economic growth and community engagement.

II. RECOMMENDATION

TAKE the following actions:

- 1. APPROVE** the "Eat Shop Local" program as initiated by Mayor Lula Davis-Holmes.
- 2. AUTHORIZE** a budget appropriation of \$125,000 for the implementation of the program as detailed in Resolution No. 23-194.
- 3. DIRECT** city staff to coordinate and execute the program, ensuring effective utilization of the allocated funds.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

The "Eat Shop Local" initiative is designed to be a cornerstone event for the City of Carson, celebrating and elevating the profile of our local small businesses. This program, slated for May 2024, will transform the city into a bustling hub of commerce and community engagement. Throughout this week-long event, Carson's small businesses will have the opportunity to highlight their unique products and services, engaging directly with the community through a series of curated events and promotions.

The program is scheduled to coincide with the Mayor's intention to officially proclaim May 2024 as Small Business Month in Carson. This proclamation is a testament to the city's dedication to its local businesses and an acknowledgment of their critical role in our economy and community fabric.

By incorporating a mix of special promotions, community activities, and interactive experiences, "Eat Shop Local" aims to foster a deep connection between businesses and consumers, encouraging local spending and community support. This event is not just a showcase of what Carson's businesses have to offer; it is also a strategic approach towards catalyzing economic recovery and promoting sustainability. In light of the recent challenging economic conditions, this program stands as an affirmative step towards revitalizing our local economy.

This initiative, under the guidance of Mayor Lula Davis-Holmes, is envisioned as a vibrant, inclusive celebration that underscores the importance of small businesses to the city's overall prosperity and community well-being.

V. FISCAL IMPACT

The total cost of the "Eat Shop Local" program is estimated at \$125,000, to be funded from the General Fund Reserve. This allocation, necessitating an amendment to the FY2023-24 budget (Resolution No. 23-194), will cover marketing, logistics, and other operational costs associated with the program's successful execution.

VI. EXHIBITS

1. Budget Resolution No. 23-194 (pgs. 3-4)
2. Exhibit No. 2 - Small Business Week Details (pg.5)
3. Exhibit No. 3 - Carson "Eat Shop Local" Flyer (pg.6)

Prepared by: LaToya Butler, Innovation and Business Liaison and Tarik Rahmani, Deputy City Manager.