

CITY OF YUBA CITY
STAFF REPORT

Date: June 16, 2009
To: Honorable Mayor & Members of the City Council
From: Administration
Presentation By: Darin Gale, Economic Development Manager

Summary

Subject: Formation of a "Buy Local" Taskforce
Recommendation: Consider appointment of a "Buy Local" Taskforce and City Council Representatives
Fiscal Impact: Unknown; at this time limited to in-kind staff support but could include future advertising campaign participation.

Background:

Over the past few weeks, local businesses have contacted the Mayor and City staff regarding possible City support of "Buy Local" efforts. Business leaders have expressed a desire to create a taskforce to discuss coordination of the various "Buy Local" campaigns and advance community awareness of buying locally.

Analysis:

Due to the current economic downturn businesses are working to promote the importance of buying locally and the impact of these tax dollars in the community. The implementation of a "Buy Local" taskforce would bring business leaders together to discuss current programs (e.g., by the chamber of commerce, local media outlets, etc.) and identify opportunities to advance community awareness and participation.

The Mayor has expressed a desire to create a tight working group (e.g., no more than twelve individuals) which would include two Council members. The Mayor will provide a suggested list of business leaders prior to the Council meeting.

Shopping locally supports jobs in the community and provides essential tax revenues to pay for needed city services such as police, fire and recreation. Enhanced "Buy Local" efforts would hopefully assist in adverting additional private sector layoffs due to residents purchasing items outside the region.

Fiscal Impact:

Unknown; at this time limited to in-kind staff support but could include future advertising campaign participation.

Recommendation:

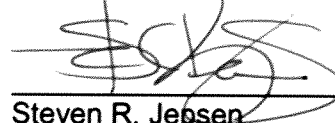
Consider appointment of a "Buy Local" Taskforce and City Council Representatives.

Prepared By:



Darin E. Gale
Economic Development Manager

Submitted By:



Steven R. Jepsen
City Manager