

RESOLUTION NO. 2009-213

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE
AUTHORIZING THE CITY MANAGER TO
IMPLEMENT THE LOCAL HOLIDAY BONUS PROGRAM**

WHEREAS, in May 2009, the City of Elk Grove partnered with the Elk Grove Chamber Commerce, Herburger Publications, and Frontier Communications to develop and launch a citywide Shop Local Program that promotes patronizing local businesses and investing in the Elk Grove community; and

WHEREAS, the City received notice from the Sacramento Metropolitan Cable Television Commission that our Fiscal Year 2009–10 allocation would be \$275,000 more than projected; and

WHEREAS, the City Council used \$265,000 for the Shop Local Automall Gift Card Program; and

WHEREAS, at the October 14, 2009 Council meeting, City Council provided direction to implement a pilot program modeled on a proposal received from Elk Grove Community Connection to infuse the remaining \$10,000 into the community; and

WHEREAS, the use of designated City funds for this Shop Local Holiday Bonus Program is a public benefit to the residents of Elk Grove in at least the following:

- by assisting Elk Grove's businesses to remain viable during this economic recession, and over the long term, the City's General Fund should in turn benefit from more sales tax revenue as a result of the businesses remaining operable in Elk Grove; and
- by helping reduce unemployment in the City as a result of the businesses remaining in business; and
- targeting gift cards to be used at local businesses and entities will provide an economic stimulus to those businesses and entities, helping them to remain viable and/or provide employment during this economic recession, which in turn should result in a benefit to the City's General Fund due to more tax revenue.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Elk Grove hereby:

- 1) Finds that the use of City funds for the Shop Local Holiday Bonus Program is a public benefit for the reasons set forth in the recitals above; and
- 2) Authorizes the City Manager to implement the Local Holiday Bonus Program.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 18th day of November 2009.



PATRICK HUME, MAYOR of the
CITY OF ELK GROVE

ATTEST:



SUSAN J. BLACKSTON, CITY CLERK

APPROVED AS TO FORM:



SUSAN COCHRAN, CITY ATTORNEY

**CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2009-213**

STATE OF CALIFORNIA)
COUNTY OF SACRAMENTO) **ss**
CITY OF ELK GROVE)

I, Susan J. Blackston, City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a special meeting of said Council held on November 18, 2009 by the following vote:

AYES : COUNCILMEMBERS: *Hume, Scherman, Cooper, Davis, Detrick*

NOES: COUNCILMEMBERS: *None*

ABSTAIN : COUNCILMEMBERS: *None*

ABSENT: COUNCILMEMBERS: *None*



**Susan J. Blackston, City Clerk
City of Elk Grove, California**