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City of
LEMOORE
CALIFORNIA
Redevelopment Agency

**Redevelopment
Division**

119 Fox Street
Lemoore • CA 93245
Phone (559) 924-6701
FAX (559) 924-9003

Staff Report

RDA ITEM 10

To: Lemoore Redevelopment Agency Board
From: Judy Holwell, Redevelopment Project Manager
Date: August 25, 2009
Subject: Shop Local Campaign

Discussion

As you know, Lynda Lahodny, Chamber of Commerce CEO, requested that the Redevelopment Agency Board (Board) re-visit the Shop Local Campaign to place signs around the community in an effort to support our local businesses. Board Member Siegel asked that the item be brought back as part of a comprehensive marketing plan.

Mrs. Lahodny will be in attendance during Tuesday night's Redevelopment Agency meeting to present a comprehensive plan to the Board. She will outline the marketing efforts already in progress by the Chamber of Commerce and the Downtown Merchants Association, as well as additional marketing efforts being proposed. Attached is a memo from Mrs. Lahodny outlining the "Buy Local Promotion", which is already in progress and a request that the Agency Board support the proposed "BUY LOCAL" signage. Attached is a picture of the Chamber's proposed sign design and language. The Board is asked to approve funding in an amount up to \$5,000 for the installation of up to eight shop local signs.

Budget Impact

The Redevelopment Agency – Capital Projects Fund – Public Signage account will be reduced by approximately \$5,000.

Recommendation

That the Redevelopment Agency Board approve an expenditure of up to \$5,000 for the installation of up to eight shop local signs and authorize the RDA Executive Director to make the final decision as to the design, language and placement.