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**Redevelopment
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Staff Report

RDA ITEM 13

To: Lemoore Redevelopment Agency Board
From: Judy Holwell, Redevelopment Project Manager
Date: April 29, 2009
Subject: Public Signage – Shop Local Campaign

Discussion

Recently, several communities have been implementing shop local campaigns to raise awareness about supporting businesses in their own communities and saving jobs. The Lemoore District Chamber of Commerce brought up a concept that other communities have used as well, and that is to erect signs at or near the main roads leaving Lemoore to remind residents that their shopping habits do matter and that they can most benefit their own community by spending money locally. It is expected that the Chamber will be discussing this concept at a future meeting, at which time a sign design, exact wording and sign locations will be determined. To give you an example of this concept, a preliminary design is attached for your review.

The concept of promoting a shop local campaign is good for our local economy, good for our businesses and good for the people that work at those businesses. As you know, the Buxton study showed that an extraordinarily alarming amount of sales tax is being spent outside our community and we want to make every effort to capture some of it. A campaign of this nature could help raise awareness, but of course it will cost money to construct and erect these signs.

One of the ways redevelopment agencies can spend money is to promote economic development. The Lemoore Redevelopment Agency has funding budgeted this fiscal year for public signage. These signs are estimated to cost approximately \$625 each and that includes installation. The signs are required to have a landscaped strip around the base of the sign and therefore staff will look for locations with existing landscape. Five to eight signs are proposed for an amount not to exceed \$5,000. Some of the potential locations could be southbound Lemoore Avenue near Stadium Carwash; eastbound "D" Street near Days Inn; northbound Lemoore Avenue near the water tank; westbound Hanford-Armona Road near Highway 41 and westbound Bush Street near Highway 41. Other streets may be proposed as well, if it is determined that the amount of traffic exiting the community at those locations is significant.

We want to encourage our residents to support our local retailers and keep people working in those jobs. Staff is seeking Board approval of this concept.

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 the purchase of a maximum of eight shop local signs and authorize the Executive Director to make the final decision as to design and placement.