



City of Greensboro

Melvin Municipal
Office Building
300 W. Washington Street
Greensboro, NC 27401

Agenda Report

File Number: 2022-1073

Agenda Item# E.4.

Agenda Date: 11/1/2022. **Department:** Legislative/City Council
Meeting Type: Council Meeting **Category:** Ceremonial/Presentations

Title: 2022 – 1073 Resolution Proclaiming November 15th through December 31st, 2022 as “Buy Local Season”

Council Priority: Place an ‘x’ in the box.

- Create an Environment to Promote Economic Development Opportunities and Job Creation
- Maintain Infrastructure and Provide Sustainable Growth Opportunities
- Promote Public Safety & Reduce Crime
- Exceptional Customer Service and a Diverse City Government Workforce
- Ensure Fiscal Stewardship, Transparency, & Accountability

Council District: All

Public Hearing: No

Advertising Date/By: N/A

Contact 1 and Phone: Councilmember Thurm, Ext 2396

Contact 2 and Phone: Angela Lord, Ext 2396

PURPOSE:

Councilmember Thurm has requested to adopt a resolution in honor of Buy Local Season 2022.

BACKGROUND:

Buy Local Season is a coordinated effort across the nation to encourage shoppers to support locally owned business during the holiday season. For most retailers success during the holiday season is essential to close out the year profitably. By spending more money locally during Buy Local Season citizens and visitors can contribute to positive growth in the Triad. Triad Local First lists 10 reasons to shift spending to locally owned businesses, not only during Buy Local Season, but throughout the year.

- Significantly more money stays in the Triad when purchases are made at locally owned rather than nationally owned businesses
- More new jobs are provided by locally owned businesses

- Our one-of-a-kind businesses are an integral part of our distinctive character
- Local businesses owners invest in community
- Customer service is more personal
- Competition and diversity lead to more choices
- Local business has a lighter environmental impact
- Public benefits outweigh public costs
- Local businesses encourage investment in the community
- Non-profits receive greater support from local business owners

BUDGET IMPACT:

There is no budget impact.

ACCOUNT NUMBER:

N/A

RECOMMENDATION / ACTION REQUESTED:

It is recommended that City Council adopt a resolution in to proclaim November 15th through December 31st, 2022 as “Buy Local Season”.