



City of Greensboro

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

Agenda Report

File Number: 2024-702

Agenda Item# E.3.

Agenda Date: 11/4/2024. **Department:** Legislative/City Council

Meeting Type: Council Meeting **Category:** Ceremonial/Presentations

Title: 2024 – 702 Resolution Proclaiming November 15th through December 31, 2024 as “Buy Local Season”

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

- | | |
|--|---|
| <input type="checkbox"/> Safest City | <input type="checkbox"/> Most Skilled Workforce |
| <input type="checkbox"/> Easiest Place to Do Business | <input type="checkbox"/> Most Connected City |
| <input type="checkbox"/> Youth Sports Capital | <input type="checkbox"/> Hub of Recreation and Entertainment |
| <input type="checkbox"/> Abundance of Attainable Housing | <input checked="" type="checkbox"/> Other/Admin <u>Promote Economic Development</u> |

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 Council to adopt a resolution in honor of Buy Local Season 2024.

BACKGROUND:

Buy Local Season is a coordinated effort across the nation to encourage shoppers to support locally owned businesses 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, residents and visitors can contribute to positive growth in the Triad. Triad Local First list 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 business owners invest in community
- Customer service is more personal
- Competition and diversity lead to more choices
- Local businesses has a lighter environmental impact

Vision Statement: “A Community with Endless Economic Opportunities and Exceptional Quality of Life.”

- Public benefits outweigh public costs
- Local businesses encourage investment in the community
- Non-profits receive greater support from local business owners

BUDGET IMPACT:

N/A

ACCOUNT NUMBER:

N/A

RECOMMENDATION / ACTION REQUESTED:

It is recommended that City Council adopt a resolution to proclaim November 15th through December 31st, 2024 as “Buy Local Season”.