



## Press Release

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FOR IMMEDIATE RELEASE

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**ATTENTION EDITORS:** Media Interview opportunities with the Elk Grove City Council, local business owners and community members will be available on Saturday, November 28 from 7am to 12 noon during the start of the Dicken's Fair in Old Town Elk Grove.

**Citywide Shop Local Holiday Program Kicks-off November 28, 2009**  
***Local Shoppers have a chance to win \$2000 in cash***

Elk Grove, CA (Nov. 20, 2009) - Dozens of Elk Grove businesses are joining forces over the holiday shopping season to give residents a reason to shop local for the holidays. The Think, Shop, Live Elk Grove Holiday Shopping Program kicks-off on Saturday, November 28 at the Dicken's Fair in Old Town Elk Grove and continues through December 20. Shoppers can enter to win the grand prize of \$2,000 in cash or numerous smaller prizes from over 65 local businesses.

"Now more than ever it is important for all of us to support our local business community by shopping at home for the holidays and this program gives shoppers an incentive to shop Elk Grove for all their holiday gifts," said Rita Velasquez, Interim Executive Director Elk Grove Chamber of Commerce. "This year we are inviting all businesses to participate, even those without a traditional retail store front, in hopes that we will continue to raise awareness of the variety of businesses right here in our own backyard."

For a complete listing of participating businesses and activities, visit [www.shopelkgrovecalifornia.com](http://www.shopelkgrovecalifornia.com) or call the Chamber of Commerce at 916.691.3760. Check back often, as local businesses continue to sign up daily. Businesses wanting to participate can sign up on the website or call the Elk Grove Chamber of Commerce.

## About Think, Shop, Live Elk Grove

Think, Shop, Live Elk Grove started in early 2009 as a partnership between the City of Elk Grove, Elk Grove Chamber of Commerce, Elk Grove Citizen and Frontier Communications to raise awareness of the benefits of shopping locally. The all-volunteer committee is dedicated to developing programs and activities that encourage shopping locally by building a better bridge between local businesses and consumers.

### Key Facts

#### Why Shop Local?

- Sales tax is a major source of revenue for the City.
- When purchases are made locally and sales tax is applied, the City receives 1% of the taxable sale.
- Purchases made outside of the City generate no revenue for the City.
- How is the sales tax revenue spent within the City?
- Sales tax is a primary funding source for the City's general fund, which provides Police, Community Enhancement, Animal Services, Youth Services, and support for programs like road maintenance, trash and recycling services, traffic congestion relief projects, and flood control.

#### For each dollar I spend in Elk Grove, where does my sales tax go?

- 6¢ - State of California
- 1.25¢ - County Public Safety, Health, Welfare, & Transportation
- 1¢ - City of Elk Grove
- 0.5¢ - Measure A Countywide Transportation

#### What percentage of the City's budget is based on sales tax each year?

- Currently, 36% of the City's general fund is derived from sales tax.

#### Did you know...

- For the purchase of a \$30,000 vehicle from a local dealership, the City receives \$300 of the \$2,625 generated in sales tax.
- A family that spends \$100 per month at local restaurants generates \$12 in sales tax revenue for the City each year
- A household that shops for home improvement supplies, clothing, books, and household goods within the City limits may spend \$500 per month, generating \$60 in sales tax revenue for the City each year.
- There is no sales tax on groceries or entertainment.

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