

Press Release

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FOR IMMEDIATE RELEASE

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Elk Grove Businesses Encouraged to Join Latest Shop Local Program

Elk Grove, CA – This spring, a new shop local program called “Fantastic Fridays (and Saturdays & Sundays)” will be introduced, offering new incentives to jump start local spending. The “Think, Shop, Live Elk Grove” Committee is looking for businesses to participate.

Businesses are encouraged to offer special discounts or to host activities and special events on the second weekend of every month. The new program will officially begin Friday, May 14.

“This is a great way to generate traffic and additional income for your business,” said Rita Velasquez, Interim Executive Director for the Elk Grove Chamber of Commerce. “We want your company to enjoy the benefits of this special shop local program, so please sign up today!”

Once a business has opted in, the business and activity will be promoted in advertising to the public via e-mail alerts, local print media and the Web - all free of charge.

To participate, simply fill out a form online at www.shopelkgroveca.com.

Time is of the essence. Businesses wishing to participate must sign up by April 30. The public promotion begins on May 5.

There is no fee for businesses in Elk Grove to participate. The business is responsible for costs incurred for discounts and activities. All activities will be published on the “Think, Shop, Live Elk Grove” website at www.shopelkgroveca.com for downloading by consumers before each shopping weekend.

For more information visit www.shopelkgroveca.com.

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Key facts

Why Shop Local?

- Shopping locally retains and creates new jobs in Elk Grove
- Sales tax is a primary funding source for essential city services, such as 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
- When purchases are made locally and sales tax is applied, the City of Elk Grove receives 1% of the taxable sale
- Purchases made outside of Elk Grove generate no sales tax revenue to benefit the Elk Grove community
- Shopping locally benefits community schools and non-profits

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 Elk Grove 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 more information, visit www.shopelkgrovecalifornia.com.