



## Press Release

Christine Brainerd  
City of Elk Grove Public Information Officer  
916.478.3632 (Office)  
916.479.5337 (Cell)

Rita Velasquez  
Elk Grove Chamber of Commerce  
916.691.3760 (Office)

FOR IMMEDIATE RELEASE

May 11, 2010

### **Fantastic Fridays Shop Local Program Begins May 14**

Elk Grove, CA – More than 40 local businesses are teaming up for a new ongoing shop local program called Fantastic Fridays, offering shoppers new incentives to spend locally and keep sales tax dollars in Elk Grove.

On the second weekend of every month, businesses throughout Elk Grove will be offering special discounts and hosting activities to encourage local spending. The first Fantastic Fridays program begins Friday, May 14.

The “Think, Shop, Live Elk Grove” Committee, including the Elk Grove Chamber of Commerce, City of Elk Grove, Elk Grove Citizen, Frontier Communications and representatives from the Elk Grove business community, are organizing the community-wide shop local program.

From free giveaways and deep discounts to sidewalk sales and demonstrations, dozens of local businesses will be showcasing their goods and services on May 14, 15, and 16.

“Remember, every time you decide to spend locally, your choice shapes our community,” said Mayor Sophia Scherman. “Support your local economy while enjoying all the sales and discounts throughout Elk Grove during Fantastic Fridays (& Saturdays and Sundays)!”

Sales tax is a direct and vital lifeline to essential services like public safety, facilities, projects, programs and services in Elk Grove. Shopping locally keeps businesses here, provides jobs and benefits community schools and non-profit organizations.

For a complete listing of participating businesses and activities, visit [www.shopelkgrovecal.com](http://www.shopelkgrovecal.com). Check back often, as local businesses continue to sign up with new activities daily. Businesses wanting to participate can sign up at the website.

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.shopelkgrovecal.com](http://www.shopelkgrovecal.com) for downloading by consumers before each shopping weekend.

# # #

### **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](http://www.shopelkgrovecalifornia.com).