

Press Release

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FOR IMMEDIATE RELEASE

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July Fantastic Fridays Shop Local Program Kicks Off

New "Fantastic Event" starts this month at Laguna Gateway Shopping Center on Saturday

Elk Grove, CA – Elk Grove businesses are teaming up again for the July Fantastic Fridays shop local program, offering shoppers new incentives to spend locally and keep sales tax dollars in Elk Grove.

New this month is the "Fantastic Event" on Saturday at Laguna Gateway Shopping Center from 8 a.m. to noon. The Fantastic Event: Dog Days of Summer will feature a bounce house for the kids, live music, local businesses, vehicles from the Elk Grove Automall, and fresh produce direct from regional growers at the Farmer's Market.

On the day of the event, individual spaces will be made available to Elk Grove businesses on a first come, first served basis adjacent to the Farmer's Market beginning at 7 a.m. Businesses may sign up at the Elk Grove Chamber of Commerce booth. Participating businesses can bring tents, tables and anything else needed to present products or services to the public.

Due to the nature of the Farmer's Market, some restrictions do apply. No food preparation is allowed. Electricity and water are not available. Space is limited, and all participants are requested to be set and ready to go by 8 a.m. and stay until noon. The charge for each participating business is \$20.00 (cash or check only made payable to the Elk Grove Chamber of Commerce, day of event). Look for the "Think, Shop, Live Elk Grove" information booth Saturday morning located at the Farmer's Market. If you have questions about the event please contact the Chamber at (916) 691-3760.

On the second weekend of every month, businesses throughout Elk Grove will be offering special discounts and hosting activities to encourage local spending. The July Fantastic Fridays program starts this Friday, July 9. From free giveaways and deep discounts to sidewalk sales and demonstrations, local businesses will be showcasing their goods and services on July 9, 10 and 11.

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.

For a complete listing of participating businesses and activities, visit www.shopelkgrovecalifornia.com. Check back often, as local businesses continue to sign up with new activities daily.

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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.shopelkgrovec.com.

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