



**BUSINESS OF THE CITY COUNCIL
CITY OF MERCER ISLAND**

**AB 6173
November 1, 2022
Consent Agenda**

AGENDA BILL INFORMATION

TITLE:	AB 6173: Shop Small Month, Proclamation No. 299	<input type="checkbox"/> Discussion Only <input checked="" type="checkbox"/> Action Needed: <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution
RECOMMENDED ACTION:	Proclaim November 2022 as Shop Small Month in the City of Mercer Island.	

DEPARTMENT:	City Council
STAFF:	Andrea Larson, City Clerk Jeff Thomas, Interim CPD Director Sarah Bluvas, CIP Project Manager
COUNCIL LIAISON:	n/a
EXHIBITS:	1. Shop Small Month, Proclamation No. 299
CITY COUNCIL PRIORITY:	3. Implement an economic development program.

AMOUNT OF EXPENDITURE	\$ n/a
AMOUNT BUDGETED	\$ n/a
APPROPRIATION REQUIRED	\$ n/a

EXECUTIVE SUMMARY

The purpose of this agenda bill is to proclaim November 2022 as Shop Small Month in the City of Mercer Island (Exhibit 1).

BACKGROUND

The Shop Small movement gained momentum in 2011 when the United States Senate unanimously passed a resolution to designate the Saturday after Thanksgiving as “Small Business Saturday.”

ISSUE/DISCUSSION

In 2021, the City Council issued its first “Small Business Saturday” proclamation to recognize and support the hundreds of small, locally, and independently owned businesses that contribute to the health and vitality of Mercer Island. A study by American Express found that consumers spent \$23.3 billion at independent retailers and restaurants on Small Business Saturday alone in 2021, up from \$19.8 billion in 2020 and \$19.6 billion in 2019. During Shop Small Month, the City will run a social media campaign to encourage Islanders to shop small and local leading up to the holiday season. Staff is also partnering with the Mercer Island Chamber of Commerce, the Mercer Island Visual Arts League, and others to activate Town Center during the Illuminate MI

lights festival through the end of the year. Details about Illuminate MI events will be shared with the community at www.mercerisland.gov/illuminatemi.

RECOMMENDED ACTION

Proclaim November 2022 Shop Small Month in the City of Mercer Island.