



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

**AB 6560
November 5, 2024
Consent Agenda**

AGENDA BILL INFORMATION

TITLE:	AB 6560: Shop Small Month, Proclamation No. 350	<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:	Approve Proclamation No. 350 Proclaiming November 2024 Shop Small Month in Mercer Island.	

DEPARTMENT:	Community Planning and Development
STAFF:	Jeff Thomas, Community Planning and Development Director Deborah Estrada, Administrative Coordinator/Deputy City Clerk
COUNCIL LIAISON:	Dave Rosenbaum
EXHIBITS:	1. Shop Small Month, Proclamation No. 350
CITY COUNCIL PRIORITY:	1. Develop data-driven economic development and retail plans and strategies to activate Town Center and other business areas.

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 2024 as Shop Small Month in Mercer Island, Proclamation No. 350 (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.”

In 2021, the City Council issued its first “Small Business Saturday” proclamation ([AB 5974](#)). Since 2022, the City Council expanded its recognition and issued a “Shop Small Month” proclamation to recognize and support the hundreds of small, locally, and independently owned businesses that contribute to the health and vitality of Mercer Island.

During Shop Small Month, the City will run a social media campaign to encourage Islanders to shop small and locally leading up to the holiday season. The Mercer Island Chamber of Commerce is organizing its “Thankful for Local” BINGO for a second year. Participants will earn stamps at participating businesses and can submit winning cards for a weekly drawing and a grand prize winner will be announced December 1.

Staff is also partnering with the Mercer Island Chamber of Commerce, to host a "[Holiday Makers Market](#)" at the Mercer Island Community and Event Center on December 7 from 10 am to 3 pm. Admission is free and 75+ vendors will be present.

RECOMMENDED ACTION

Approve Proclamation No. 350 Proclaiming November 2024 Shop Small Month in Mercer Island.