



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

**AB 6358
November 7, 2023
Consent Agenda**

AGENDA BILL INFORMATION

TITLE:	AB 6358: Shop Small Month, Proclamation No. 319	<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 2023 as Shop Small Month in Mercer Island.	

DEPARTMENT:	City Council
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. 319
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 2023 as Shop Small Month in Mercer Island, Proclamation No. 319 (Exhibit 1).

ISSUE/DISCUSSION

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](#)). In 2022, the City Council expanded its recognition and issued a “Shop Small” proclamation ([AB 6173](#)) to recognize and support the hundreds of small, locally, and independently owned businesses that contribute to the health and vitality of Mercer Island.

In a post-COVID economy, consumers are more than eager to jump on board and support the local small business community. For every dollar spent at a small business, American Express estimates an average of \$0.68 stays in that business's local community. This has the potential to boost sales during the 2023 holiday season, with many small businesses still working to make up the revenue they’ve lost throughout the Pandemic.

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 has organized “Thankful for Local” BINGO. 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, the Mercer Island Visual Arts League, and others to activate Town Center during the Illuminate MI lights festival, scheduled for Friday, December 1, 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 2023 Shop Small Month in Mercer Island.