

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: MIKE MCCREADY, DIRECTOR, ECONOMIC DEVELOPMENT
SUBJECT: SHOP SMALL & LOCAL CAMPAIGN
DATE: NOVEMBER 9, 2023

Mayor and Council –

FYI on this year's edition of Shop Small and Local, the initiative to celebrate small businesses in our community.

- Victor

The City of Novi celebrates our local small businesses and their contributions to our economy and community. During November, Novi is partnering with Oakland County Economic Development on their campaign "Shop Small & Local." The program features the Local Gems Sweepstakes contest, where residents are encouraged to submit selfies of their favorite small businesses for a chance to win prize money. Oakland County promotes these businesses throughout the month on its social media platforms. The extra social media visibility helps to build foot traffic and sales for these small businesses during the holiday season. More information on the program can be found at: <https://www.oakgov.com/community/community-development/shop-small-oakland-county>.

Small Business Saturday is November 25th. Consumers are encouraged to shop at small and locally owned businesses, including restaurants, retail stores, salons, grocery stores, and service-based businesses. The event is designed to support both brick-and-mortar and online small businesses.

