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MEMORANDUM

TO: EDA BOARD
FROM: JOSHUA TETZLAFF, CITY ADMINISTRATOR
SUBJECT: BUY LOCAL CAMPAIGN
DATE: JULY 2, 2024

A couple years ago, the City began participating in the Green Step Cities initiative, which sought to make cities more efficient in how they use their resources and resilient to major weather events. By being a Green Step city, there are certain best practices the City can adopt to advance through the “Steps.” At the moment, the City is considered a Step Two City. To advance to being a Step Three city, New Prague only needs to accomplish one more best practice.

Working with the Planning Commission, who has been identified as the city’s Green Step Team, they were interested in “conducting or participating in a buy local campaign for communities members and local businesses.” As staff has been considering this action, it was thought that maybe this is an item the EDA can spearhead while reaching out to the Chamber to see if they are also interested in participating.

I am not sure exactly what this campaign would look like or what a potential budget may be. But I did want to speak to you to see if you are interested in having Ken and I reach out to the Chamber to see what this campaign could look like. Once we got something in place, we’d bring back a proposal, which would include a budget.