



TOWN OF APPLE VALLEY TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** December 8, 2015

From: Mayor's Youth Leadership Summit **Item No:** 1
Winning Project Consideration Group

Subject: GET A JOB – SHOP LOCAL CAMPAIGN

T.M. Approval: _____ **Budgeted Item:** Yes No N/A

RECOMMENDED ACTION:

That the Town Council approve an expenditure of up to \$1000.00 to fund a Shop Local Campaign Project.

SUMMARY:

Recent reports indicate that Apple Valley residents frequently shop out-of-the-area or online rather than in the community. Unfortunately, this directly limits the ability of local businesses to grow profit. It also shrinks tax revenues used for vital community needs such as police, fire, roads and parks. The Town has already launched a multi-media advertising campaign to encourage our residents to stay local when shopping and dining; however, no program has been established that targets the youth in the community.

The impact of shopping locally directly effects our youth in the community. Students are encouraged to find employment, but are often unsuccessful due to the limited number of opportunities in the high desert area. The inability of businesses to grow a profit limits the opportunity to offer needed jobs for our youth. An informational campaign should be established to educate students on the importance and benefits of shopping locally in our community.

BACKGROUND:

The second Mayor's Youth Leadership Summit (MYLS) was held November 13, 2015. Thirty-six (36) students participated in this year's event from five (5) local high schools. As part of the activities, students were divided into six (6) groups and presented a

project in which they were required to develop a presentation to present to the Mock Youth Town Council for funding. Each of the projects submitted by department managers could be implemented in a short time frame and have a positive impact on Town services.

The Mock Youth Town Council (3-2 vote) chose to fund a Shop Local campaign aimed at educating the youth of Apple Valley on the importance of shopping locally as submitted by Economic Development Manager, Orlando Acevedo. Students from the winning group as well as members of the Mock Youth Town Council will be present to present their reasons for requesting support directly to the Town Council, and request approval for actual implementation.

FISCAL IMPACT:

Staff has allocated \$1000.00 to fund this campaign.