



Date: June 1, 2004
To: Honorable Mayor O'Neill and Councilmembers
From: Frank A. Colonna, Vice Mayor, Third Council District *FC*
Subject: "Buy Long Beach" Program

Our City is again being asked to divert valuable redevelopment and general fund revenues to help balance the State's budget. This agreement, albeit short term, will put another significant strain on our City budget.

I am asking for the support of City Council, in conjunction with City staff, Long Beach Chamber of Commerce, Strategic Marketing Inc., and the Convention and Visitors Bureau to revisit the successful "Buy Long Beach" program that helped generate new business, and in so doing, increased local sales tax revenue.

Every additional new dollar of the City's share of sales tax is used to help fund vital City departments such as our Police Department, Fire Department, libraries and parks, just to cite a few.

I feel it is important to continue to inform our residents on the importance of buying from businesses within the City of Long Beach, and how, as consumers, we can help to advance the overall City economy.

SUGGESTED ACTION

Request City Manager to report to City Council within 60 days of past successful "Buy Long Beach" activities and additional action items to further energize this promotion.