

**CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT**

Agenda Date: 4/7/08

Reviewed by: *BP*

SUBJECT: “Recycle Your Rebate in Albany” shop locally campaign

FROM: Beth Pollard, City Administrator

STAFF RECOMMENDATION

That Council support the shop/buy local campaign called “Recycle Your Rebate in Albany” between May 10 and June 15 (Mother’s Day to Father’s Day), and authorize the expenditure of up to \$1,900 to send postcards to Albany households.

BACKGROUND

As a national economic stimulus program, in May the U.S. Government will be mailing tax rebate checks to taxpayers throughout the country. With some exceptions, the tax rebate checks will generally range from \$600 to \$1,200, with an added \$300 for dependent children.

DISCUSSION

Like the national economy, Albany’s local economy also has been experiencing some slow downs and would benefit from a stimulus in activity. A healthy local business economy is important to meet the shopping and service needs of local residents and business people. In addition, City revenues benefit from the one percent local sales tax on items purchased in Albany.

Attached is a summary of the purpose, elements, and benefits of the “Recycle your Rebate in Albany” campaign. The general goal is to take advantage of the publicity surrounding the federal tax rebate and need for economic stimulus to motivate Albany residents to learn more about the businesses available in the city, and patronize them during the rebate period and into the future to maintain a healthy local business climate.

Albany businesses are participating by offering discounts of 10 percent to 15 percent and/or other special promotions during the period between May 10 and June 15; this period was chosen to correspond with the timing of the rebates and the period between Mother’s Day and Father’s Day as well as the “10 to 15” concept.

The proposal is to send all Albany households postcards containing a discount card and information about the shop Albany campaign. The postcard will refer residents will be referred to the Albany Chamber of Commerce web site (www.albanychamber.org) for campaign details. Residents will be urged to pledge to spend at least \$100 – in honor of the Albany Centennial - on Albany businesses they have not previously patronized.

The campaign will also provide an avenue for residents to contribute to Albany non-profit organizations and for those organizations to encourage their members to participate.

The campaign sponsors would include the City of Albany, the Albany Chamber of Commerce, the Solano Avenue Merchants Association, Mechanics Bank, and possibly other businesses and organizations. The focal point of information will be the Albany Chamber of Commerce website: www.albanychamber.org

FISCAL IMPACT

There are sufficient funds in the City's Non-Departmental community promotions budget to fund the \$1,900 cost.

ATTACHMENTS:

1. Recycle Your Rebates – Business flyer
2. Recycle your Rebates in Albany - A "10 to 15" Campaign