

Resolution 2010-23

A RESOLUTION OF THE CITY OF LA FERIA INITIATING “SHOP LA FERIA FIRST” CAMPAIGN AND ENCOURAGING ALL RESIDENTS AND FRIENDS OF LA FERIA TO MAKE A COMMITMENT TO SHOP LA FERIA FIRST AND ENCOURAGING BUSINESSES TO CREATE A PLEASANT EXPERIENCE FOR CUSTOMERS TO SHOP IN LA FERIA FIRST

Whereas, La Feria, Texas, one of the Lower Rio Grande Valley’s most livable cities, is dedicated to maintaining its identity as a city of unique neighborhoods and creative, innovative businesses; and

Whereas, locally owned, independent businesses account for a considerable percentage of all employment, are the innovators and creators of the next generation of products, pay taxes and contribute significantly to their communities; and

Whereas, the “**Shop La Feria First**” campaign, a project of the City of La Feria, is dedicated to increasing visibility and prosperity of La Feria’s locally owned, independent businesses and community as a whole through a grassroots campaign of education and publicity; and

Whereas, supporting local independent businesses is in the best interest of La Feria area residents and the community, because they are a part of the traditions and heritage and economic engine of La Feria, and are critical to maintaining a socially, environmentally, and financially sustainable local economy for its citizens;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF LA FERIA THAT:

- 1. It is determined that promoting “Shop La Feria First” is a proper and just act for the community and it is hereby initiated.**
- 2. All residents and friends of La Feria are encouraged to make a commitment to shop La Feria First.**
- 3. All businesses are encouraged to excel in their customer service initiative and offer best prices and a memorable shopping experience to their customers.**
- 4. An earnest effort must be made to actively promote the “Shop La Feria First” slogan to invigorate La Feria’s economy and sales activity which will provide employment and entrepreneurial opportunities in La Feria.**

PASSED AND APPROVED THIS THE 31ST DAY OF AUGUST 2010.

APPROVED:



Steve Brewer, Mayor

ATTEST:



Olga Oberwetter, City Secretary