

Mia De Marzo

From: Christine Davis <chris@carlsbad-village.com>
Sent: Tuesday, September 1, 2020 1:23 PM
To: City Clerk
Cc: David Graham; Matt Sanford
Subject: Agenda Item #9 - Sponsorship of the Gift Carlsbad Shop Local Program

All Receive - Agenda Item # 9
For the Information of the:
CITY COUNCIL
Date 9/1/20 CA e CC e DCM e ACM e DCM (3) e

Dear Mayor and City Council:

I am writing today to let you know how excited I am about Gift Carlsbad, a shop-local bonus gift card program ideally suited to put money into the pockets of our small businesses right away, at a time when they need it the most. Similar programs are in operation throughout California and are being used by other Main Street affiliates to help in the recovery efforts of their downtowns.

Gift Carlsbad will not only financially benefit the small businesses in Carlsbad Village, and throughout the entire city, but it will also help brand Carlsbad as being "Open For Business." And, open in the safest way possible. In a pre-Covid world, by this time of the year, the Carlsbad village Association has already hosted a variety of events such as the Spring Shop Hop in April, Mothers and Father's Day events, Art in the Village, which would have celebrated it's 22nd consecutive year, half a dozen Shop With The Chef Farmers' Market dinners, six Flicks at the Fountain "movies under the stars," and would be preparing for its annual Taste of Carlsbad Village to celebrate the downtown restaurants. With the absence of these types of events, that are designed to increase foot traffic to the Village, and bring attention to Carlsbad in general, we need a program like Gift Carlsbad to refocus attention on our business community.

The Gift Carlsbad program is a win-win for all involved, and thanks to a generous grant by the Ready Carlsbad Business Alliance non profit, the Chamber of Commerce, the Carlsbad Village Association, and Visit Carlsbad, are now ready to get this rolled out to the community. A matching grant from the City of Carlsbad to be put towards the bonus gift card portion of the program would make this program even more beneficial.

Thank you to the Ad Hoc committee for their role in bringing Gift Carlsbad to light, and to the council for your consideration today in adopting the resolution to sponsor Gift Carlsbad.

Sincerely,

--
CHRISTINE DAVIS | Executive Director

[Carlsbad Village Association](#)

p: 760.644.2121

[Subscribe to our eNewsletter](#)

CAUTION: Do not open attachments or click on links unless you recognize the sender and know the content is safe.