

**A RESOLUTION SUBMITTED BY
LEGISLATOR VINAL**

EC LEG FEB 14 '23 AM 9:04

Re: Support for Shop 716

WHEREAS, Shop 716 is a program that supports Erie County's small businesses by providing consumers a gift card just for local businesses; and

WHEREAS, the program developed out of an effort to reinvigorate small businesses after many had suffered during COVID; and

WHEREAS, over 880 small businesses participate in Shop 716; and

WHEREAS, Shop 716 has generated over \$2.67 million in sales for local merchants; and

WHEREAS, the initiative has been masterfully administered by the Amherst Chamber of Commerce, an organization that has shown a deep commitment to supporting small businesses across Erie County; and

WHEREAS, the gift card program has seen a drop in its usage since the end of the matching funds component, which provided a \$25 match for any gift cards purchased for at least \$25; and

WHEREAS, continued stimulus for Erie County's small businesses, including through efforts like Shop 716, are vital to keeping our local, small business community strong.

NOW, THEREFORE, BE IT

RESOLVED, this honorable body commends the Shop 716 program, the County Executive, and the Amherst Chamber of Commerce, for its efforts on creating an innovating initiative to support local, small businesses; and be it further

RESOLVED, this honorable body supports the Shop 716 program and encourages its partners to re-visit the matching funds component for the 2023 holiday shopping season; and be it finally

RESOLVED, that certified copies of this resolution be transmitted to the County Executive, the Amherst Chamber of Commerce, and any other parties deemed pertinent.