



Grand Junction

State of Colorado

PROCLAMATION

WHEREAS, our local Chamber has asked for participation and putting forth efforts to stimulate the local economy by launching a "shop local" campaign themed "Jump on the Blue Band Wagon"; and

WHEREAS, the priority of this campaign is to change local consumer attitudes about how shopping locally can stimulate economic activity by putting hard earned dollars to work in the community; and

WHEREAS, shopping locally will also assist in entrepreneurship development, create jobs and generate tax dollars; for every dollar spent locally it can have a positive impact of \$3.00; and

WHEREAS, shopping locally supports needed public services such as fire and police protection, generates dollars for streets improvements and strengthens the business community which in turn supports local non-profit entities in the community; and

WHEREAS, recycling local dollars in the Grand Valley gives citizens a part to play in keeping the regional economy strong; and

WHEREAS, the Friday after Thanksgiving is the largest shopping day of the year and although it is commonly referred to as Black Friday, the Grand Junction Chamber of Commerce would like to put a more positive and local label on this big shopping day.

NOW, THEREFORE, I, Teresa Coons, by the power vested in me as Mayor of the City of Grand Junction, do hereby proclaim the Friday after Thanksgiving as

"BLUE BAND FRIDAY"

in the City of Grand Junction and urge all residents and visitors to shop locally for gifts, products, and services.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the official Seal of the City of Grand Junction this 1st day of November, 2010.

Mayor

