



## Legislation Text

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121723  
SUBSTITUTE 1

ALD. ZIELINSKI, PEREZ, DAVIS, HAMILTON, and WADE

Substitute resolution expressing the City of Milwaukee's support for Local First Milwaukee, and appropriating \$100 from the City Clerk's Special Purpose Account for City Memberships for the City's 2013 annual contribution to the organization.

This resolution expresses the City's support for Local First Milwaukee. In addition, the resolution appropriates \$100 from the City Clerk's Special Purpose Account for City Memberships for the City's 2013 annual contribution to the organization.

Whereas, Local First Milwaukee is a business alliance of independent, locally-owned businesses and non-profit organizations within the 5-county metropolitan Milwaukee area (Milwaukee, Ozaukee, Waukesha, Racine and Kenosha counties); and

Whereas, Studies have shown that independent, locally-owned businesses bring substantial benefits to their local economies relative to their chain competitors; and

Whereas, While chain stores and restaurants extract local income from the community and send a large portion of it elsewhere, locally-owned independent businesses create a virtuous cycle of local spending; and

Whereas, Local businesses have no corporate or national headquarters outside of Wisconsin and are able to make independent purchasing, marketing and brand decisions; and

Whereas, The owners of businesses in Local First Milwaukee must live and work within the metropolitan Milwaukee area; and

Whereas, Local First Milwaukee also requires that its business members participate in community activities and assist local charities; and

Whereas, Local First Milwaukee is made up of people and organizations that create a difference not only through their presence but also through their actions, helping to preserve Milwaukee's unique character and make it a great place to live and work; and

Whereas, It is in the best interest of the City of Milwaukee to be part of this effort to bring together independent business leaders, government officials, social innovators and community leaders to build strong local economies; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City expresses its support for Local First Milwaukee, and appropriates \$100 from the City Clerk's Special Purpose Account for City Memberships (Account Number 0001-1310-5148-06300) for the City's 2013 annual contribution to

Local First Milwaukee.

LRB145901-2  
Teodros W. Medhin:lp  
4/3/2013