

PROCLAMATION

WHEREAS, the City of Falls Church is proud to join with the Falls Church Chamber of Commerce to encourage residents to take the *Live Local* pledge and patronize local businesses in Falls Church; and

WHEREAS, local businesses and the Falls Church Chamber of Commerce are challenging residents and businesses to pledge to keep 20% more of their spending in the City of Falls Church during the month of November 2021; and

WHEREAS, living local creates prosperity because of the “multiplier effect,” when local people choose to buy products and services from local businesses, creating diverse job opportunities, and strengthening the city’s overall economy; and

WHEREAS, shopping, eating, playing, creating and doing business in the city adds to the local tax revenue base, which supports city schools, roads, and other city services; and

WHEREAS, living local can be healthier for the environment because doing business locally often results in less traffic congestion and pollution; and

WHEREAS, living local can be healthier for residents because it makes daily activities less stressful and encourages walking to local businesses; and

WHEREAS, living local supports neighbors and local businesses while also building stronger relationships and a sense of community; and

WHEREAS, living local helps to strengthen and preserve the fabric of Falls Church’s unique business community while attracting new businesses to serve local residents and the community at large; and

WHEREAS, supporting local businesses is even more important as those businesses and the community as a whole meet the challenges presented by the COVID-19 emergency;

NOW, THEREFORE, I, David Tarter, Mayor of the City of Falls Church, Virginia, do hereby proclaim the month of November 2021 as

LIVE LOCAL MONTH

in the City of Falls Church, and urge all residents to take the *Live Local* pledge, attend some of the many *Live Local* events offered by local businesses during the month, and participate in the **#LiveLocalFC** campaign by tagging local businesses and events on social media.

IN WITNESS WHEREOF, I have hereunto set my hand and cause the Seal of the City of Falls Church, Virginia to be affixed this 8th day of November, 2021.





David Tarter, Mayor