



## ECONOMIC VITALITY COMMITTEE REPORT

October 17, 2024  
Economic Development

**TITLE: SUPPORT LOCAL INITIATIVES FOR 2024 HOLIDAY SEASON  
OVERVIEW**

**BACKGROUND**

In August 2023, the City Council adopted the updated Economic Development Strategic Plan (EDSP) which the Economic Vitality Committee uses as the foundation for its work. The strategic plan defines the City’s economic development goals, strategies, and implementation actions over the five years from 2023 through 2028. The EDSP is available here: [https://www.cityofpleasantonca.gov/wp-content/uploads/2024/05/CityOfPleasanton\\_EconomicDevelopmentPlan\\_FINAL\\_Web.pdf](https://www.cityofpleasantonca.gov/wp-content/uploads/2024/05/CityOfPleasanton_EconomicDevelopmentPlan_FINAL_Web.pdf).

Implementation of the EDSP is included in the citywide strategic plan, ONE Pleasanton’s key goal: Building a Community Where Everyone Belongs: Livability and Community Development. A summary of ONE Pleasanton is available at: <https://www.cityofpleasantonca.gov/assets/our-government/city-manager/strategic-plan-summary.pdf>.

The EDSP comprises of 5 Implementation Plan Priorities:

- 1.0 Economic Development Capacity Building
- 2.0 Business Retention, Expansion & Attraction
- 3.0 Local Revenue Growth
- 4.0 Entrepreneurship & Innovation Outreach
- 5.0 Major Projects Accelerator Program

There are specific actions items under 3.0 Local Revenue Growth that are related to a Support Local program:

- 3.3 Manage and Enhance the City’s “Support Local” Program**  
Implement the City’s “Support Local” Marketing Plan Strategies to encourage patronage from residents, employees, and visitors to Pleasanton.

**DISCUSSION**

Businesses are an integral part of the Pleasanton community, from the jobs they provide for residents to the essential services and amenities supported by the revenues they generate. The small business sector in Pleasanton, having between 1 and 150

employees comprise of nearly half of all licensed businesses. In recognition of the importance of small businesses and their contributions to Pleasanton's economic resilience, the City initiated the implementation of a support local brand marketing plan which establishes a stronger brand presence with target audiences and outlines a variety of marketing strategies and objectives to increase shopping, dining, and visits to Pleasanton.

The primary marketing objectives include:

1. Increase inPleasanton.com website traffic
2. Increase Instagram social media followers
3. Increase Facebook social media followers
4. Increase Gift Pleasanton eGift card sales

To reach these objectives and to support businesses throughout the year with a focus on the holiday shopping season, the following programs and activities are planned:

#### inPleasanton.com Support Local Website & Social Media

Transition the City's inPleasanton.com support local website to the recently redesigned City website within an expanded Visit Pleasanton page. New shopping and dining pages will be added to highlight Pleasanton businesses through featured videos and photos.

Staff will continue marketing and communication efforts to support and promote Pleasanton businesses using the City's inPleasanton social media platforms including LinkedIn, Facebook and Instagram.

#### Pleasanton Holiday Gift Guide

Last holiday season, the City introduced an opportunity for retail, restaurants, personal services, fitness studios, and entertainment businesses to advertise in a new Holiday Gift Guide to highlight what makes Pleasanton unique and all the holiday offerings from businesses this season. The City contributed to the overall design of the 24-page guide. Businesses paid for an advertising space to feature their business. A similar guide is planned for the 2024 holiday season.

The holiday gift guide is mailed to over 34,000 households in the Tri-Valley through the *Your Town Monthly* December publication. Additionally, a digital version of the guide, which will be shared through the City's inPleasanton social media platforms, will maximize multimedia reach and online visibility. The City will also have 1,500 printed gift guides at city facilities and other public locations throughout the holiday season.

Business ad buys range from \$45 to \$250 depending on the ad size, which include business listing with logo, 1/6-page, 1/4-page, and 1/2-page ad sizes. Last year, over 60 Pleasanton businesses confirmed ad space in the sold-out publication, and it is expected to sell out again this year.

#### Gift Pleasanton eGift Card Program

Pleasanton's eGift card program, *Gift Pleasanton* keeps spending local in Pleasanton. The program provides businesses with an electronic gift card platform through the City's digital partner, Yiftee. Launched in 2021, over 48 Pleasanton businesses participate and accept *Gift Pleasanton* eGift cards. There is no cost to participate. Since inception in June 2021, over \$53,000 in eGift cards have been sold and about \$36,000 redeemed.

Customers purchase eGift cards at [www.inPleasanton.com](http://www.inPleasanton.com). To make a purchase using eGift cards in store, recipients show the card on a mobile device or printout. To encourage customers to purchase eGift cards, "Buy 1, Get 1" (BOGO) bonuses are offered throughout the year.

To encourage customers to purchase *Gift Pleasanton* eGift cards this holiday season, the City is sponsoring holiday bonuses with purchase beginning on November 30, which is Small Business Saturday. Bonus amounts will be available with purchase through December 31, 2024, or until all allocated funds are used. Customers that buy \$25 or more, get a \$10 bonus card; buy \$50 or more, get a \$20 bonus card, or buy \$100 or more, get a \$40 bonus card. Three bonus cards are allowed per purchaser, while supplies last. Bonus cards are redeemable through March 1, 2025, to encourage purchasers to use cards as soon as possible so businesses can receive those dollars. Over \$14,000 was sold during the 2023 holiday shopping season from late November through December.

The 2024 campaign will be promoted through the City's inPleasanton social media platforms, paid Instagram and Facebook ads, and electronic ads on the Pleasanton Weekly website and Express emails. Social media posts will highlight participating businesses that accept *Gift Pleasanton*.

Pleasanton Downtown Association (PDA) recently joined the City as a partner for *Gift Pleasanton* and will discontinue the downtown gift card program. A corporate sponsorship program for *Gift Pleasanton* will begin in FY 2024/25.

### Small Business Saturday

The City and PDA partner each year on the Small Business Saturday campaign to highlight the contributions small businesses make to the Pleasanton community. Small Business Saturday is on November 30, 2024, the Saturday after Thanksgiving. The PDA is working with downtown businesses to celebrate the day by offering special holiday offerings. Commemorative tote bags, sponsored by the City, will be provided to downtown businesses to distribute to customers that make minimum purchases.

The campaign was founded by American Express in 2010 and is branded as *Shop Small*. Businesses can visit [www.shopsmall.com](http://www.shopsmall.com) to obtain free tools to market their stores. The campaign will be promoted on the City's inPleasanton and PDA's social media platforms through posts and paid advertising. While the PDA will focus its efforts on the downtown district, the City's promotional efforts will be spread citywide to support all Pleasanton small businesses.

Results from these campaigns and activities will be measured and reported to the EVC in the new year.

**ACTION: RECEIVE SUPPORT LOCAL INITIATIVES FOR 2024 HOLIDAY SEASON  
OVERVIEW**