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## NEWS RELEASE

### FOR IMMEDIATE RELEASE

March 19, 2021

### CITY OF TRACY AND COMMUNITY PARTNERS LAUNCH SHOP LOCAL CAMPAIGN

*“Support Tracy” window decals and stickers available to the public*

**Tracy, Calif.** – The City of Tracy, in collaboration with the Tracy Chamber of Commerce, Tracy City Center Association and several local small businesses have partnered to launch a new Shop Local marketing campaign designed to support local businesses. The campaign aims to capture local spending in Tracy by creating a user-friendly digital business directory, and promoting Shop Local messaging through window decals, social media, newsletters, radio, and video advertisements.



The last 12 months have been difficult for small businesses, including many in Tracy. Based on the City’s Small Business Survey, more than half of local businesses only had enough cash to survive six months or less and were disproportionately affected by COVID-19. While the loosening of the State’s public health restrictions and reduction in COVID-19 positivity rates attribute to good news on the horizon, the Shop Local campaign strives to provide an immediate boost to Tracy’s economy.

*“As our community continues to recover from the COVID-19 pandemic, we must not forget about the health of our small businesses, many of whom have been impacted greatly,”* states Tracy Mayor, Nancy Young. *“Let’s make a commitment to shop local, because when we invest in a Tracy small business, we make an investment back into our community.”*

March 17, 2021

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*“The Tracy Chamber of Commerce is so grateful for our partnerships. Today more than ever, it is important to be able to work together to support our local businesses,”* states Tracy Chamber CEO, Tamra Spade. *“The Shop Tracy campaign is just the beginning, we look forward to doing more not only for our business owners, but also our consumers.”*

The “Support Tracy” brand message is the outcome of the small business COVID-19 Strategies Committee, which was formed under City Council direction in December 2020 as part of an effort to enhance collaboration between small business owners and community stakeholders, and generate opportunities that enable local businesses to survive regulatory uncertainty and decreased revenues. The newly designed campaign will highlight the importance of spending money locally to support small businesses, which in-turn helps strengthen our local economy and quality of life.

Small business owners are encouraged to pick-up and post the “Support Tracy” window decal in their storefront window to encourage customers to shop locally. The decals can be requested from one of the following sources:

**Businesses located outside of downtown**

Tracy Chamber of Commerce

Phone: 209-835-2131

Email: [info@tracychamber.org](mailto:info@tracychamber.org)

<https://www.tracychamber.org/>

**Businesses located in the Downtown District**

Tracy City Center Association

Phone: 209-597-0073

Email: [tcca@tracycitycenter.com](mailto:tcca@tracycitycenter.com)

<https://tracycitycenter.com/>

Additionally, the public can find out more information about local business services, locations, and contact information by visiting the newly created digital business directory at: [www.tracychamber.org/business-directory](http://www.tracychamber.org/business-directory). The directory will be updated periodically to ensure the business information remains accurate.

**ABOUT THE CITY OF TRACY**

Tracy is centered in a triangle formed by major interstates I-205 to the North, I-580 to the west and I-5 to the east. A collaboration of effort from our elected officials, employees, and citizens means Tracy is a clean and safe community where opportunity, growth, and success prosper. We invite you to come for a visit, open your business, and settle down to raise a family in Tracy. Take a look “Inside the Triangle.” You’ll like our pace, and you’ll love the place!

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