



Perris News

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Shop Local Program Grows by Leaps and Bounds

Perris' Shop Local Program continues growing by leaps and bounds.

The discount shopping program, which began six months ago with about 60 participating businesses, has nearly doubled to more than 100 merchants and more are joining every week. City officials say the business community has taken the program's slogan, "Shop Local, It Makes Cents," to heart.

"With the milestone of 100-plus participants, the Shop Local Program is an unqualified success," said Michael McDermott, the City's Redevelopment and Economic Development Manager.

A new mailer featuring all the participating businesses will go out to all Perris residents in July. In addition, the City also has purchased hundreds of 30-second advertisements on a suite of channels, including Arts & Entertainment, Discovery, the Food Channel, CNN, Fox News and ESPN2. Media coverage about the program has included a story in the Press-Enterprise and a segment on KCAL-Channel 9.

Shop Local coordinator Veronica Arana said new and existing businesses are excited by the benefits of the free program. Most offer at least 10 percent discounts for customers using their "Shop Local" cards. Such cards can be obtained by visiting the City's website, www.cityofperris.org/shoplocal.

"New businesses are real excited in hopes of having their businesses grow," Arana said. "All businesses in the program, both new and old, believe they are fortunate to have the City support them during these challenging economic times."

Perris Mayor Daryl Busch said the City Council is very pleased with the way the Shop Local Program has taken off.

"It's good for the community, it's good for the merchants and it's good for the City of Perris," he said. "Everybody benefits and we want to keep it going and hope its success continues to grow."

City Councilman Mark Yarbrough said it is important to support Shop Local businesses. They pay license fees, sales and property taxes and contribute to Perris' economic growth.

"This is a critical time for our City and I am pleased that our staff continues to be pro-active in its efforts to support local businesses," he said. "Even in these difficult times, we continue to make things happen."

Shop Local Program

Get your free discount card and see stories and videos about local businesses:

www.cityofperris.org/shoplocal

