



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** April 13, 2026

SUBJECT: 2026 Restaurant Rewards Program Update

PRESENTER: Craig Hulse, Director of Economic Development

SUMMARY:

As part of the adopted Fiscal Year 2026 Budget, City staff launched year 2 of the Restaurant Rewards Program with the following goals:

- Support local restaurants during a traditionally slow season while rewarding customers for dining locally
- Highlight the vital role restaurants play in our community
- Encourage both residents and visitors to explore and support local dining establishments
- Foster long-term habits and customer loyalty toward local restaurants

The purpose of this item is to provide City Council with an overview of the 2026 Restaurant Rewards Program, which is being implemented from January 1 through April 30, 2026.