

CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** June 23, 2025

SUBJECT: Debrief Restaurant Rewards Program

PRESENTER: Craig Hulse

SUMMARY:

As part of the adopted Fiscal Year 2025 Budget, City staff launched a 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 Restaurant Rewards Program, which was implemented from January 1 through April 30, 2025, and to determine whether the program merits consideration for the Fiscal Year 2026 Budget.