



Proclamation

Brightonize your Spending, two weeks dedicated specifically to Brightonizing, or doing things just a little bit better, specifically in spending dollars locally in Brighton to support our local economy.

Whereas, DECA prepares emerging leaders in marketing, management and entrepreneurship in high schools and colleges around the globe; and

Whereas, Brighton DECA has continually been recognized as a leading chapter in the state of Colorado over the past fifty years; and

Whereas, the City of Brighton has been dedicated to supporting these young marketers and celebrating their success over these fifty years; and

Whereas, Brighton DECA members have annually utilized their learned marketing skills to spread awareness for issues and promote ideas such as the importance of voting, safe driving, anti-substance abuse, the power of kindness and the value of education as a part of International DECA's Community Awareness Projects; and

Whereas, when identifying ways to show community support and key needs for a community awareness promotional campaign to address for the 2019-2020 year, the members of Brighton DECA identify the opportunity to spread awareness of local businesses within our community to and encourage citizens to Brightonize their spending during the Holiday Season.

Therefore Brighton DECA members have decided to use their marketing skills to promote the idea of Brightonizing- meaning to take something extraordinary and make it exceptional, or to do something just a little bit better- specifically in regards to spending and shopping locally. Brighton DECA members encourage citizens to Brightonize your Spending, focusing on shopping locally and supporting our local economy. By shopping small, we are able to support our community, encouraging vibrant local businesses culture for a thriving community.

NOW, THEREFORE, BE IT RESOLVED THAT, I, J.W. Edwards, Mayor Pro Tem of the City of Brighton, on behalf of the City Council, do hereby proclaim the weeks of December 1st – 7th and December 8th – 14th as Brightonize your Spending Weeks in the City of Brighton, a time period dedicated to supporting local commerce by shopping local in Brighton.

Adopted this 3rd day of December, 2019.

CITY OF BRIGHTON

ATTEST:


Natalie Hoel, City Clerk



J.W. Edwards, Mayor Pro Tem
Lynn Baca
Clint Blackhurst
Mark Humbert
Matt Johnston
Gregory Mills
Mary Ellen Pollack
Kirby Wallin