DISTINCTIVE BY NATURE

City of Folsom Newsletter

May 2009

Support Local Economy and Save Money in a 'FLASH'

The Folsom Chamber of Commerce is making it easy to put your purchasing power to work in the Folsom area. In June, the Chamber will launch "FLASH" (Folsom Lake Area Shopping), a new campaign that enables residents to save money shopping and dining locally while protecting local jobs and amenities.

The cornerstone of the campaign is the "FLASH PASS" that includes dozens of "buy one get one free" discounts for merchandise, food and services at participating Folsom area businesses.

"This campaign offers a true financial incentive for residents to shop in town and support our local economy," said Joe Gagliardi, Chamber, Tourism and Economic Development President/CEO. "We really want residents to make a connection between their sales tax dollars and the city services they receive. If residents shop locally, the benefits remain in our community in a very hands-on way."

A portion of the sales tax for each purchase is reinvested into the City to help support police and fire services, parks, playgrounds, library and arts programs, and much more. However, the City's sales tax

Continued on page 4

The "FLASH PASS" will offer dozens of discounts to Folsom area businesses including Tasty Time where seven-year-old Bailey Kelly is sampling a new flavor of ice cream.

City Newsletter to be Delivered Via E-Mail

In an ongoing effort to conserve City funds, this City of Folsom Newsletter will be posted to the City's website rather than mailed to homes beginning with the June issue.

To sign up to receive an e-mail notification and link to the City Newsletter, visit us online at www.folsom.ca.us. Simply click on *City Publications* under *Online Services* and enter your e-mail address and password. That's all it takes to continue receiving vital information about city issues and events. You may also choose to receive the Parks and Recreation Activity Guide via e-mail.

A limited number of newsletters will be available at City Hall, the Senior and Arts Center and Folsom Public Library for those without Internet access.

Volunteers collect trash along the Humbug Creek vernal pools area in the Parkway.

Volunteers Needed to Adopt a Trail or Creek in Folsom

A new volunteer program is helping to monitor and maintain Folsom's creeks and trails. The Adopt a Creek/Trail Program is a collaborative effort between the City of Folsom, Friends of the Folsom Parkways and hundreds of resident volunteers.

Neil Kelly, board member of Friends of the Folsom Parkway, initiated the project last year. "The results of our original Creek Watchers program were amazing," said Kelly. "Approximately 300 residents and scout members picked up close to 500 pounds of garbage along the city's creeks and trails."

"We are very grateful to work for a community that has families like these who are dedicated to environmental stewardship," added Sarah Staley, City of Folsom Associate Civil Engineer. "Their support, involvement and hard work truly make a difference."

Any individual or group may join the Adopt a Creek/Trail Program to help conduct quarterly inspections of trail conditions, clean up debris, remove invasive plants and communicate findings to the Friends of the Folsom Parkways. For more information, contact Neil Kelly at nkelly29@sbcglobal.net or call 983-9880.

Folsom Seeks Federal Economic Stimulus Package Funding

The City of Folsom is carefully evaluating federal stimulus legislation for possible opportunities in our community. Joe Luchi, Director of Intergovernmental Affairs and Economic Development, said any funding provided by the federal stimulus package would be invested in projects that provide long-term economic benefits to Folsom. Examples include transportation, fire safety, police, sewer and water improvements, as well as other programs.

"The City's efforts are already reaping results," said Luchi. "Folsom is scheduled to receive over $2.6 million from the federal stimulus for important transportation projects and improvements to the City's transit services."

This money is specifically designated for street overlay and rehabilitation projects, completion of the pedestrian/bicycle overcrossing at East Bidwell Street and Blue Ravine Road, as well as replacement of seven Dial-A-Ride vans in the City's transit system. Funds are expected to become available to the City over the next few months.

FLASH PASS (from page 1)

revenue is expected to increase less than one percent this year as a result of the economic downturn. Gagliardi says that this underscores the importance of keeping our dollars in town.

"There are so many wonderful restaurants and businesses in Folsom," said City Manager Kerry Miller. "The 'FLASH PASS' offers a great opportunity to save money when taking your family out to dinner and possibly even discover some hidden treasures in our own backyard."

The "FLASH PASS" costs $20 and will be available for sale at a variety of merchants and as a fundraiser by local non-profit organizations. The pass expires on Sept. 30, 2010. For more information about the "FLASH PASS," including participating merchants, call the Folsom Chamber of Commerce at 985-5555 or in June visit www.FolsomFlashPass.com.

FLASH PASS
shop local. benefit local.