



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Jason Simpson, City Manager

Prepared by: Gina Gonzalez, Director of Economic Development and Legislative Affairs

Date: January 28, 2025

Subject: Businesses in Action Monthly Spotlight – January Feature: McFly's Thrift Store

Recommendation

Recognize McFly's Thrift Store as the Business in Action Monthly Spotlight for January, present them with a Certificate of Recognition, and celebrate their contributions to the community.

Background

In December 2024, the City of Lake Elsinore launched the Businesses in Action Monthly Spotlight program to celebrate and recognize local businesses that contribute to the City's economy, support community initiatives, and demonstrate a commitment to Lake Elsinore's values. Each month, a selected business is featured at the second City Council meeting of the month and showcased in City newsletters, press releases, social media platforms, and other City publications.

The January spotlight highlights McFly's Thrift Store, a locally owned business that has served the Lake Elsinore community with distinction since its establishment.

Discussion

McFly's Thrift Store, located in the heart of Lake Elsinore, is renowned for its unique collection of secondhand goods and vintage treasures, which attract residents and visitors alike. Beyond its retail offerings, McFly's actively participates in community service initiatives, including partnering with local charities to provide clothing and household items to families in need.

The business owner, [Owner's Name], has demonstrated a strong commitment to sustainability by promoting recycling and repurposing goods, aligning with the City's vision for environmental stewardship. McFly's has also supported numerous City events, including [specific events], and contributed to local fundraising efforts, reflecting its dedication to fostering a sense of community.

During the City Council meeting, McFly's Thrift Store will be recognized with a presentation that includes:

- A brief video highlighting McFly's operations, community involvement, and impact.
- A certificate of recognition signed by the Mayor and City Council.
- A group photo with the Mayor, City Council, and McFly's team to commemorate the occasion.

Following the presentation, the City will feature McFly's in its February newsletter, social media posts, and the Economic Development webpage, further spotlighting its contributions and encouraging community support.

Fiscal Impact

There is no fiscal impact associated with this recognition.

Attachments

None