



# Mayor's Monthly Newsletter

Written by Mayor Andrew Mitcham

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Mayors Newsletter November 2019

Hello Friends & Neighbors,

Fall has finally arrived, and with it, our annual Fall Frolic was held in conjunction with Post Elementary. It was probably the best attended festival I've ever been to in Jersey Village, and I want to thank all the people who helped make it happen—Post PTO, the Recs & Events Committee, the Parks & Recreation Department staff, JVFD, JVPD, and all the sponsoring businesses. Thank you for giving your time and energy to this wonderful event each year! The Fall Frolic, Spring Fling, monthly Farmer's Market, the new Eats In The Streets Festival (food trucks), Doggie Dip Day, Pool Movies, and all other events preserve and enhance the character of our small town.

I just returned from Portland, Oregon where I attended my industry's conference. Business owners from all over the US and Canada came together to discuss market trends, ideas, and issues. In multiple breakout sessions and round-table discussions I kept hearing a buzzword: "Hyperlocal". It's a term used to describe a growing consumer consciousness around where hard-earned dollars are spent and whether that decision benefits the local community beyond traditional measures of success.

While many areas of the country are struggling with gentrification that can rob a community of its character, the hyperlocal trend favors small, locally-owned businesses that see the value in embracing their community's identity and charm. It's isn't simply about the location of the business, but also the way they interact with the people, organizations, and causes important to the community. These are businesses that sponsor your neighborhood little league baseball team, raise money for a fallen police officer's family, provide a local teenager their first job experience, donate profits towards a PTO fund, or buy the Grand Prize steer from the local FFA. The impact of a consumer's spending decision is not only felt in the pockets of the hyperlocal business owner, but it also enhances the community around it.

As our area continues to grow and entrepreneurs scour the marketplace for opportunities, it's imperative that we cultivate a hyperlocal-friendly atmosphere. For Jersey Village, that means establishing an identity for these businesses to latch on to, creating economic development policies that align with the community's vision, creating ways for businesses to participate in the community, being responsive to a prospective business owner's needs, and actively participating in regional economic leadership groups.

Over the past few years, Jersey Village has done, and continues to do, many of these things. We recently announced the addition of WorkLodge, a co-working space, to the upcoming Village Center development which will help spur entrepreneurship and small business growth in our immediate area. Alas, this process is a marathon; not a sprint. The market is not an easy or quick thing to influence, but we are seeing success from these efforts, especially on the horizon. If you are thinking of opening a business or know of someone who is, please visit the Economic Development section of the city website for more information on the opportunities available in our city.

As we enter the Holiday season, please consider supporting local Jersey Village businesses!

Best Wishes,

Andrew Mitcham

Mayor

Jersey Village