

CATEGORY: Funding

DIRECTOR: Kelsey Figone (Zone 1 Director and T&I Chair)

PURPOSE: To increase the visibility of the MVCC in the community through swag and/or identifying gear for events that is useful, not perishable or disposable, and aligns with our values for building a safe and welcoming community.

BACKGROUND: The MVCC has a strong physical presence in the community throughout the year by tabling farmers markets, attending community meetings with other elected leaders, running booths at local fairs and block parties, and engaging in community projects for beautification and more.

At a recent event – Ciclavia on Venice Blvd. – we brought back stock swag as giveaways to clear out some of our inventory and provide recognizable, branded swag to the community for outreach. One swag item was a reflective yellow safety vest, which proved to be enormously popular with local pedestrians and cyclists who came by our booth. The majority of our stock was in childrens sizes, but we did have a few adult sizes as well. These items were so popular that smaller-sized adults were asking to take the youth large sizes, and parents were effusively grateful that we were providing this protective gear to their children. Everyone immediately put on their vests, and our large logo on the back was proudly displayed and noticeable up and down Venice Blvd. While the event went until 4pm, we “sold out” of our swag by 11am.

In recognition that reflective vests are a more expensive swag item, purchasing \$2000 (i.e. 100-200 items) in vests (to replenish our stock) can serve dual purposes: 1. As a swag item provided free at tabling events, especially events tied to transportation and safety, and 2. As identifying gear for volunteers at outreach events, such as community clean-ups or beautification projects, where it is important to be easily able to identify other members of the work party. For this latter purpose, we could designate ~10 of the purchased vests to not be used as swag and instead be stored and provided to volunteers for the duration of outreach events.

For this latter purpose, it would be beneficial to purchase adult sizes. For the first purpose, it could be beneficial to have a mix of both kids and adult sizes. For either size, it is important that our logo is large and recognizable on the vest.

THE MOTION: Funding motion submitted by Zone 1 Director Kelsey Figone (T&I Chair).

The MVCC authorizes an expense of up to \$2000 for yellow reflective safety vests.



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