



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Grant Yates, City Manager

Prepared by: Audrey Young, Management Analyst

Date: June 12, 2018

Subject: Healthy LE Business Program

Recommendation

adopt A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKE ELSINORE, CALIFORNIA, APPROVING THE HEALTHY LE BUSINESS PROGRAM

Background

In 2014, the City Council of the City of Lake Elsinore adopted the Healthy Active Community Resolution promising to take on an initiative aimed at creating a healthy community and providing the opportunity for residents to make healthy decisions. Subsequently, in 2016, the City's robust health program, known as Healthy LE, began.

Healthy LE is a community health initiative that aims to improve the health of all community members by providing and promoting healthy alternatives. To expand on the City's Healthy LE Initiative, Community Services staff has provided networking opportunities and welcomed ongoing community input through the formulation of the Healthy LE Collaborative. The City hosts quarterly Healthy LE Collaborative Meetings where the leaders of our local organizations and businesses meet to explore new opportunities for health promotion among their entities, as well as spread ideas for engagement in Healthy LE related activities. The Collaborative is comprised of over one hundred local organizations and businesses exercising opportunities to promote health in their own way through their own business structure.

Based on demand from the Collaborative, Community Services staff has been working on preparing the Healthy LE Business Program. The intention of the Program is to make healthy alternatives available throughout the community on a daily basis in collaboration with local businesses and in furtherance of the Healthy LE mission of promoting a healthy lifestyle.

Discussion

The Healthy LE Business Program is a one-year certification program that encourages businesses to incorporate healthy alternatives into their business structure and in return, they receive promotional benefits from the City. Eligible businesses must complete required criteria based on their business category.

Businesses are broken down into different categories (as detailed in the attached Program Materials):

- Fitness Business (boot camps, gyms, dance classes, etc.)
- Industrial/Warehouse Business (production, warehousing, etc.)
- Professional Services Business (engineering, finance, insurance firms, etc.)
- Retail Food and Restaurants (grocery stores, coffee shops, restaurants, etc.)
- Retail Businesses (clothing stores, auto parts stores, etc.)
- Service Businesses (oil change stations, nail salons, barber shops, etc.)
- Wellness Providers (medical clinics, dental offices, etc.)

Benefits include:

1. Certificate of Achievement
2. Healthy LE Certification Sticker
3. Inclusion in on-line directory
4. Marketing Healthy LE business sponsored events on City social media pages for four promotions per year
5. Provide support for opportunities that promote the Healthy LE Mission
6. Vendor fee discounts of up to 25% on City hosted events
7. Event fee waived for one business sponsored Healthy LE Event
8. Healthy LE related video promotion for social media and TV Channel for one month

Each eligible business will be given the Healthy LE Certification Sticker to put on its window, which will communicate to the public that the business is a part of the Healthy LE Business Program and that it offers healthy alternatives or healthy incentives. Examples of healthy alternatives include offering fruit in addition to donuts at the oil change station, grilled meat instead of only fried options at the restaurant or routine gym attendance awards.

It is a win-win situation for the City and for local businesses. The businesses receive recognition, and the community gets the opportunity to make healthy decisions in their daily lives. The benefit for the City is that it is promoting our overall mission to promote healthy living.

Fiscal Impact

To execute the Program, the City will be responsible for providing welcome packets with Healthy LE stickers and certificates, which we anticipate costing less than \$1,000 per year depending on the number of business participants. In addition, the program administration time will be absorbed through existing staff allocated within the Community Services Department Budget.

These expenditures shall be accommodated for via the existing General Fund, and expenses shall be 100% recovered by Program participation fees.

Exhibits

- A – Resolution
- B – Program Materials