

Shop Orinda!

By Sophie Braccini



Mayor Steve Glazer and Chamber of Commerce Executive Director Candy Kattenburg

Photo Sophie Braccini

Posters for the new “Shop Orinda” campaign were prominently displayed at the last Orinda Chamber of Commerce mixer on October 23rd. Keith Miller, the Chamber’s President, Executive Director Candy Kattenburg, Mayor Steve Glazer and Mayor Pro Tem Victoria Smith attended the event as co-sponsors of the program to mingle with the Orinda business community.

The Council and the Chamber both contributed to the \$13,000 budget of the campaign, which aims to remind residents how important it is to shop locally, to maintain and increase the vibrancy of the city.

A portion of each sales tax dollar paid in Orinda, stays in Orinda; for each \$100 spent, about \$1 feeds the city’s budget.

The “Shop Orinda” logo was created by Cedric Cheng Design. Cheng discussed the logo with the Chamber, and proposed different options. “The graphic the Chamber chose uses the visual of the Orinda Theater,” says Cheng “one of the last standing buildings of Art Deco design in the area, a landmark that gives the town its special identity.”



The new Shop Orinda Logo

The logo is being printed on thousands of environmentally-friendly reusable shopping bags that will be sold by local merchants for \$1/ea. The official rollout event will take place on November 17th. “We’ve made our best effort to get everything ready for the holiday season,” confides Kattenburg, “and we are very proud that the black and silver bags will be here on time.”

“We are very excited to partner with the Orinda Chamber on this important development effort,” said Mayor Glazer, “when you shop Orinda you support local business and you contribute significant tax dollars to fix our roads.” Miller enthuses, “We’re absolutely thrilled to be partnering with the City of Orinda on this important campaign. As the Chamber’s primary mission is to advocate for the business community, what better way than to get the “Shop Orinda” message into thousands of local hands in time for the holiday season.”

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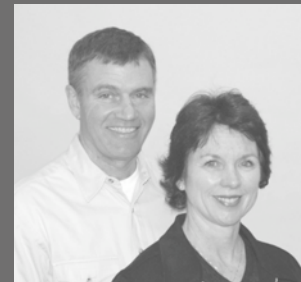
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