

MOTION BY SUPERVISOR HILDA L. SOLIS

November 18, 2025

Made in LA: Shop Local This Holiday Season and Throughout the Year

Wildfires, tariffs, immigration raids, the federal government shutdown and overall economic uncertainty have made operating a small business more difficult in Los Angeles County and across the country. Small businesses are hit the hardest when social and fiscal challenges arise as these businesses do not have the same depth of capital as large corporations.

As a result of ongoing immigration enforcement, small businesses are experiencing impacts that include decreased customers and foot traffic, workforce disruptions, and reduced revenue. At the same time, small businesses that purchase imported goods may be experiencing increased costs due to tariffs. These costs may be passed onto consumers, increasing the prices working families pay for goods. Furthermore, the current federal government shutdown and delay of CalFresh payments during November impacts thousands of restaurants and grocery stores that rely on EBT payments for revenue.

When small businesses struggle and close, the impacts are significant, as they are often the only source of income for owners. Despite the support from the [Small Business Resiliency Fund](#) through a motion on June 17, 2025, local small businesses impacted by the immigration raids and other current economic disruptions will still need long-term stimulation to survive these challenges that have led to local, fiscal strain.

The “Shop Local LA County” initiative was initially launched in 2023 to uplift businesses impacted by the pandemic. Grand Central Market in Downtown Los Angeles was a focal point of the initiative– many small businesses in this commissary received

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resources, and shoppers were incentivized through gift cards to shop at local businesses. In July 2025, the initiative began a focused campaign aimed at uplifting businesses impacted by wildfires; however, with nearly 2,000 small businesses applying to the Small Business Resiliency Fund in a 2-week period, the need for support due to immigration impact is also significant. By encouraging residents and consumers to Shop Local, especially as we enter the holiday season, LA County can help local businesses expand their customer-base and revenue and help offset headwinds caused by immigration enforcement, tariffs, the federal government shutdown and other factors

Our local economic forecast is uncertain with residents continuing to be taken daily due to immigration enforcement. Footage of violent enforcement action have shown agents causing damage to businesses during raids, physically harming business owners who ask questions and frightening customers. ICE raids have led to reduced customer traffic at immigration impacted businesses and loss of workforce. In a report by the Bay Area Council, it was estimated that mass immigration enforcement is leading to a potential loss of \$275 billion in gross domestic product. Per a report issued by the University of Southern California's Equity Research Institute, in 2023, undocumented immigrants in Los Angeles County contributed \$2.04 billion in state and local taxes and had a spending power of \$20.2 billion. The full impact on our local businesses and economy is still being unraveled; however, it is clear that this holiday season can serve as a catalyst to stir consumer support to shop local.

I, THEREFORE, MOVE that the Board of Supervisors suspend Section 22.1 of the Rules of the Board for the limited purpose of considering this motion.

I, FURTHER, MOVE that the Board of Supervisors:

1. Direct the Los Angeles County Department of Economic Opportunity (DEO) to:
 - a. Encourage consumers to purchase from Los Angeles County headquartered small businesses by expanding the Shop Local initiative and business registry to include all small businesses throughout the County, ensuring the business registry is made public to guide shoppers

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- looking for small businesses and is linked to the business' website/social media handle;
 - b. Produce a social media campaign to promote directive 1 throughout each holiday season going forward;
 - c. Collaborate with local chamber of commerce organizations and small business support organizations to spread the news of the campaign and registry, and to organize at least 1 small business market in each Supervisorial District in 2026;
 - d. Identify and work with companies to promote a "Locally Owned" label to be placed on product labels manufactured in Los Angeles County, in brick-and-mortar store shelves, and virtually, as feasible;
 - e. Identify additional campaign recommendations and strategies to promote Shop Local during the holidays and beyond;
 - f. Report back in writing within 180 days and 365 days on the progress of directives a-e.
- 2. Direct the Chief Executive Office and it's Center for Strategic Partnerships to:
 - a. Work with the DEO to identify funding, including County general funds, to support implementation of directive 1, and
 - b. Assist DEO with promoting the Shop Local initiative to County employees.
 - 3. Delegate authority to DEO to execute agreements and amendments with one or more vendors as needed, waiving the County's competitive procurement requirements, to support rapid program implementation and deployment of Shop Local campaign activities.

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