



Request for City Council Committee Action from the Department of Regulatory Services

Date: February 14, 2011

To: Council Member Elizabeth Glidden, Chair – Regulatory, Energy & Environment Committee

Subject: Declare June 5, 2011 Lemonade Day for young entrepreneurs

Recommendation: That the Regulatory, Energy and Environment Committee declare June 5, 2011 Lemonade Day and waive all normal business inspections, fees, and permits for young entrepreneurs who participate in Lemonade Day.

Previous Action: None

Department Information

Prepared by: Grant Wilson, Interim Deputy Director of Licenses & Consumer Services

Approved by:

Rocco Forté, Director of Emergency Preparedness & Regulatory Services

Dana Banwer, Director of Licenses & Environmental Management

Grant Wilson, Interim Deputy Director of Licenses & Consumer Services

Presenters in Committee: Grant Wilson

Financial Impact

- No financial impact

Community Impact

- Neighborhood Notification: To date, 18 corporate sponsors are involved in promoting this event. Information will be available on the city's website and at <http://twincities.lemonadeday.org>.
- City Goals: Youth . . . in school, involved, inspired and connected to an adult.

Supporting Information

Lemonade Day introduces kids to entrepreneurship. This program teaches youth of all ages the basic skills it takes to operate their own business, make some money, and give back to the community. Participants set goals, develop a business plan, establish a budget, seek investors, and provide customer service.

This city-wide event, currently sponsored in 25 other cities nationwide, including St. Paul, encourages kids to start a lemonade stand and sell their lemonade to the entire community. Schools, community groups and businesses get involved to make this all happen.

Participants register for the program with a parent/guardian sponsor. Companies can donate, become partners, and/or sponsor Lemonade Day events. Lesson plans are available from the Lemonade Day website for schools, parents, and sponsors combining academics and life skills for this unique experiential learning opportunity. The entrepreneurs keep all the money they earn. They are encouraged to open a savings account, pay back investors, and/or contribute to their favorite charity.

The Lemonade Day Organization will also provide participants with a backpack containing a "How To" guide explaining budgets, securing investors, choosing locations, marketing, and customer service.

The role of the city is to support entrepreneurs and encourage opportunities for creating a business. Part of this will be accomplished by waiving fees and inspections for this one day event. All of this information will be available on the city's public website.

Recommendation: That the Regulatory, Energy and Environment Committee declare June 5, 2011 Lemonade Day and waive all normal business inspections, fees, and permits for young entrepreneurs who participate in Lemonade Day.