

## RESOLUTION IN SUPPORT OF THE MISSION AND GOALS OF ETHNOSH

WHEREAS, Ethnosh is a partnership between Face to Face Greensboro, Triad Local First and Bluezoom Advertising which was conceived in Greensboro, North Carolina and designed to serve localities around the world;

WHEREAS, via a centrally-managed scalable website Ethnosh will be able provide a scalable, location-based, curated directory of local immigrant-owned restaurants with a focus on the unique stories of the restaurant owners;

WHEREAS, the goal of the web-based platform is to increase awareness of local immigrant-owned restaurants, promote ethnic diversity, and drive businesses to potentially underdeveloped areas within the City;

WHEREAS, the social and economic goals include the following:

- (a) Connecting the Greensboro public with the multitude of immigrant-owned ethnic food businesses.
- (b) Attract the Greensboro public to geographic areas of the City which may be underserved;
- (c) Provide opportunities for cross-cultural engagement;
- (d) Assist with the social and cultural integration of people in Greensboro;
- (e) Increase access to immigrant-owned ethnic food businesses;
- (f) Provide promotion assistance to immigrant-owned ethnic food businesses; and
- (g) Demonstrate how immigrant families and their food business enrich and enliven the Greensboro community.

WHEREAS, Ethnosh holds social gatherings called NoshUps at selected locations to bring the community's attention to its diverse culinary offerings with the purpose of sampling local ethnic cuisine at an affordable price;

WHEREAS, NoshUps serve to diminish cultural and financial barriers to exploring ethnic cuisine and drive awareness and business to the restaurants;

WHEREAS, to date NoshUps have generated approximately \$6,100 in revenues for immigrant owned restaurants in Greensboro;

WHEREAS, progress has been made in the first stages of developing Ethnosh in a way that will sustainably serve to enrich and strengthen the Greensboro community, both culturally and economically.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

That is supports the mission and development of Ethnosh.