



PROCLAMATION
Small Business Saturday
November 24, 2018

WHEREAS, Rancho Santa Margarita celebrates our local small businesses and the contributions they make to our local economy and community; according to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States, representing 99.7 percent of all businesses with employees in the United States and responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

WHEREAS, small businesses employ 47.5 percent of the employees in the private sector in the United States; and

WHEREAS, 90 percent of consumers in the United States say Small Business Saturday has had a positive impact on their community; and

WHEREAS, 89 percent of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

WHEREAS, 73 percent of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family; and

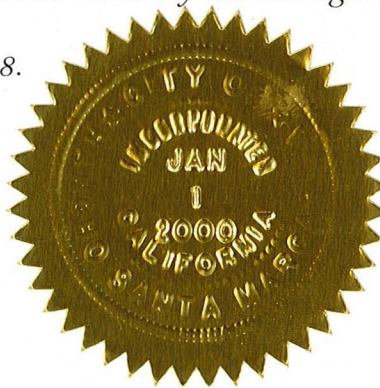
WHEREAS, the most reported reason for consumers' awareness of the day to shop and dine at small, independently-owned businesses was to support their community; and

WHEREAS, Rancho Santa Margarita supports our local businesses that create jobs, boost our local economy and preserve our communities; and

WHEREAS, advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday;

NOW, THEREFORE, I, Michael Vaughn, on behalf of the City Council of the City of Rancho Santa Margarita do hereby proclaim, November 24, 2018 as "Small Business Saturday" and urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

Dated this 14th day of November, 2018.




Michael Vaughn, Mayor