



AGENDA
NOVEMBER 12, 2019
ITEM NO. 4A

Proclamation

A PROCLAMATION OF THE CITY COUNCIL OF ROLLING HILLS ESTATES DECLARING NOVEMBER 30, 2019 AS SMALL BUSINESS SATURDAY

Whereas, the City Council of Rolling Hills Estates, California, 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, they represent 99.7% of all businesses with employees in the United States, are responsible for 65.9% of net new jobs created from 2000 to 2017; and

Whereas, small businesses employ 47.5% of the employees in the private sector in the United States; and

Whereas, 94% of consumers in the United States value the contributions small businesses make in their community; and

Whereas, 96% of consumers who plan to shop on Small Business Saturday® said the day inspires them to go to small, independently-owned retailers or restaurants that they have not been to before, or would not have otherwise tried; and

Whereas, 92% of companies planning promotions on Small Business Saturday said the day helps their business stand out during the busy holiday shopping season; and

Whereas, 59% of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

Whereas, Rolling Hills Estates 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, Judith Mitchell, Mayor of the City of Rolling Hills Estates do hereby proclaim, November 30, 2019, 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 12th day of November 2019.



JUDITH MITCHELL, MAYOR

ATTEST:



HEIDI LUCE, CITY CLERK

