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**FOR IMMEDIATE RELEASE**  
November 20, 2018

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## **Mayor Vaughn Declares November 24, 2018 Small Business Saturday® to Support and Celebrate Local Small Businesses in the City of Rancho Santa Margarita**

**Rancho Santa Margarita, CA** – Mayor Mike Vaughn, at the November 14, 2018 Regular Meeting of the Rancho Santa Margarita City Council announced his endorsement of and participation in the ninth annual Small Business Saturday on November 24, 2018. Small Business Saturday is a day dedicated to supporting the independent businesses that make our communities unique and provide valuable contributions to our economy.

*"Small business owners inspire me. They work hard, with courage, dedication and commitment, to serve our friends and neighbors by making good and services available and providing jobs for our local workforce. By supporting our local small businesses, we help maintain a vibrant business community and protect quality of life in Rancho Santa Margarita," said Mayor Vaughn. "Small businesses certainly deserve our support, **Business Saturday** is a way to show support during the holiday season."*

Started in 2010, Small Business Saturday is the ceremonial kickoff to the holiday shopping season for small businesses across the United States. In 2017, an estimated 108 million consumers reported shopping or dining at local, independently-owned businesses on Small Business Saturday, according to the American Express [Small Business Saturday Consumer Insights Survey](#).<sup>1</sup> In addition, the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community (64%), according to the *2017 Small Business Saturday 50-State Survey*.<sup>2</sup>

In recognizing the importance of supporting independent businesses in Rancho Santa Margarita, Mayor Vaughn:

- Plans to Shop Small® on November 24<sup>th</sup> in RSM and has invited residents to shop small; and
- Encourages RSM businesses in participating in Small Business Saturday shopping events on November 24<sup>th</sup>; and
- Calls on residents to share the small businesses that they love on social media using #ShopSmall and/or #SmallBizSat

Mayor Vaughn is joining leaders from across the country by working with the Small Business Saturday Coalition, led by [Women Impacting Public Policy](#) (WIPP), a nonpartisan small business advocacy organization, in showing support and helping encourage their local communities to Shop Small on November 24, 2018.

Merchants and consumers can learn more about Small Business Saturday and how to get involved by visiting [ShopSmall.com](#).

### **About Small Business Saturday**

November 24<sup>th</sup> is the ninth annual Small Business Saturday. Dedicated to supporting the diverse range of local businesses that help to create jobs, boost the economy and enhance neighborhoods around the country. Small Business Saturday was created by American Express in 2010 in response to small business owners' most pressing need: getting more customers. Learn more and connect with us on

[ShopSmall.com](#), [instagram.com/shopsmall](#), [facebook.com/SmallBusinessSaturday](#)

### **About Women Impacting Public Policy (WIPP)**

Women Impacting Public Policy (WIPP) is a national nonpartisan organization advocating on behalf of women entrepreneurs—strengthening their impact on our nation's public policy, creating economic opportunities, and forging alliances with other business organizations.

[www.WIPP.org](#)

<sup>1</sup> The *Small Business Saturday Consumer Insights Survey* was conducted by Teneo among a nationally representative sample of 2,160 U.S. adults 18 years of age or older. The sample was collected using an email invitation and an online survey. The study gathered self-reported data and does not reflect actual receipts or sales. It was conducted anonymously on November 26, 2017. The survey has an overall margin of error of +/- 2.1%, at the 95% level of confidence. Projections are based on the current U.S. Census estimates of the U.S. adult population, age 18 years and over. The survey was commissioned by American Express and the National Federation of Independent Businesses (NFIB).

<sup>2</sup> Morning Consult, on behalf of American Express and the National Federation of Independent Businesses (NFIB), from November 25-26, conducted the *2017 Small Business Saturday 50-State Survey*, among a national sample of 10,000 Americans aware of Small Business Saturday. The data cited are estimated based on self-reported data from this survey and do not reflect actual receipts or sales. Morning Consult used a statistical technique called multilevel regression and post stratification (MRP) to construct state-level estimates from the national survey data. The state level estimates were weighted to approximate a target state level sample based on age, gender, and education. The interviews were conducted online in English, results from the national survey have a margin of error of plus or minus 1 percentage point, and the state-level margins of error vary by state (typically 2 percentage points to 5 percentage points).

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