



Dear Small Business Owner,

Small Business Saturday (SBS) is November 25, 2017. Originally initiated by American Express this day strategically follows Black Friday and precedes Cyber Monday.

The City of University Heights and the Height-Hillcrest Regional Chamber of Commerce (HRCC) are collaborating to showcase our community's small businesses on *Small Business Saturday* and are encouraging our residents to, "**Shop Small, Shop Local**"!!

The City along with the Chamber will provide a master ad copy that you can customize with your business name and logo to promote your business' participation in *Small Business Saturday*, and distribute *SBS* products provided by American Express (at no charge to you)! We will send out emails, post information on our website, and place flyers to advertise the businesses in our municipality that have registered through the city or chamber for *SBS*.

Also, we are extending an invitation for you to attend the Chamber's Business Breakfast on November 16th as a guest of the City of University Heights and HRCC. The Business Breakfast is held at 700 Beta Banquet & Conference Center, 8:00-9:30 am. ***Leveraging Small Business Saturday for Your Business*** will be discussed by a panel of City Economic Directors: Brian Anderson - City of Cleveland Heights, Michael Love - City of South Euclid and Christel Best - City of Richmond Heights. The moderator will be Katie Van Dyke, Director of Cleveland State University's Small Business Development Center.

What do you need to do? Not much at all! Simply agree to participate on Saturday, November 25th by registering with the city development@universityheights.com or with the Chamber karen@hrcc.org, **no later than November 1st**; encourage people to shop your local business, especially on that Saturday by using email blasts, Facebook posts, flyers and placing a sign in your storefront window.

Also, register for the Small Business Breakfast sponsored by HRCC at hrcc.org/events or call 216 397-7322. **You do not have to participate in SBS, nor do you have to be a Chamber member to attend the Business Breakfast!**

Sincerely,

Susan Infeld
Mayor,
City of University Heights

Patrick Grogan-Myers
Community Development Coordinator,
City of University Heights

Karen Schaefer
Executive Director, Heights-Hillcrest
Regional Chamber of Commerce