

Agenda Statement

Meeting Date: July 21, 2026
To: City Council
From: Jackie C. Wilde, City Manager
Agenda Item: Establishing the Whittier Junior Entrepreneur Program



BACKGROUND, JUSTIFICATION, & INTENT:

The attached resolution establishes the Whittier Junior Entrepreneur License Program, a voluntary educational initiative designed to encourage entrepreneurship, creativity, financial literacy, and responsibility among Whittier's youth.

The program is intended for children ages 6 through 15 and is designed to inspire young entrepreneurs by recognizing their business ideas and encouraging them to explore business ownership in a fun, educational, and supportive environment. Through participation, youth will gain an early understanding of the planning, responsibility, customer service, budgeting, and other skills that are important to owning and operating a successful business.

The Whittier Junior Entrepreneur License is honorary in nature and is intended to recognize participation and learning. The program is not intended to replace or satisfy any federal, state, or local licensing, permitting, or regulatory requirements that may apply to a business.

This program represents an opportunity for the City to invest in Whittier's youth by encouraging innovation, responsibility, and entrepreneurial thinking at an early age while helping participants better understand what may be required if they choose to own and operate a business in the future.

CONSISTENCY CHECKLIST:

	Yes	No	N/A
1. Legislative Priorities: <i>Small business development support</i>	☒	☐	☐
2. Comprehensive Plan: <i>5.1 Increase opportunity for business retention and new business development within Whittier.</i>	☒	☐	☐
3. Whittier Code	☐	☐	☒
4. Other	☐	☐	☒

FISCAL NOTE: N/A

ATTORNEY REVIEW: ☐ Yes ☐ No ☒ Not Applicable

RECOMMENDATION: Staff recommends that the City Council adopt Resolution No. 2026-034 establishing the Whittier Junior Entrepreneur License Program.