



Whereas, the City of Palm Desert, 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, representing more than 99.7 percent of all businesses with 47.5 percent of the employees in the United States, and are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

Whereas, 90 percent of consumers in the United States say Small Business Saturday has had a positive impact on their community and they are encouraged 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 most stated the reason was to support their community; and

Whereas, the City of Palm Desert, California, supports our local businesses that create jobs, boost our local economy, and preserve our neighborhoods; 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, Sabby Jonathan, Mayor of the City of Palm Desert, California, Along With the Entire City Council, Do Hereby Proclaim November 24, 2018, as

Small Business Saturday

in the City of Palm Desert and urge our citizens to support small businesses and merchants on Small Business Saturday and throughout the year.

In Witness Whereof, I have hereunto set my hand and have caused the Official Seal of the City of Palm Desert, California, to be affixed this 15th day of November 2018.

MAYOR
SABBY JONATHAN

COUNCILMEMBER
JAN HARNIK

COUNCILMEMBER
GINA NESTANDE

COUNCILMEMBER
KATHLEEN KELLY

COUNCILMEMBER
SUSAN MARIE WEBER