

City of Santa Clara
Proclamation

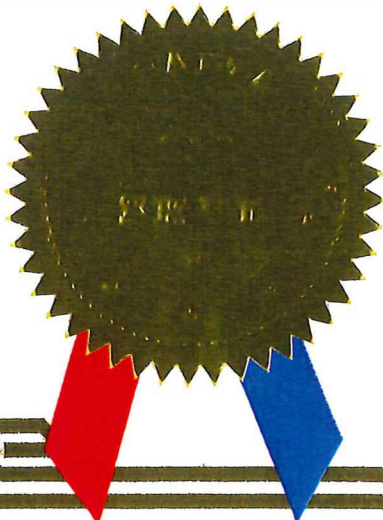
- WHEREAS,** the City of Santa Clara, California, celebrates our local small businesses and the contributions they make to our local economy and community; and
- WHEREAS,** according to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States; they represent 99.7 percent of all businesses with employees in the United States and are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and
- WHEREAS,** small businesses employ 47.5 percent of the employees in the private sector in the United States; and
- WHEREAS,** 90% of consumers in the United States say that Small Business Saturday has had a positive impact in their community; 89% of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; 73% of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family; and
- WHEREAS,** the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community; and
- WHEREAS,** advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday; and
- WHEREAS,** the City of Santa Clara supports our local businesses that create jobs, boost our local economy and preserve our communities;

NOW THEREFORE, I, LISA M. GILLMOR, by virtue of the authority vested in me as Mayor, and on behalf of the entire City Council, do hereby proclaim Saturday, November 24, 2018, as

Small Business Saturday

in the City of Santa Clara, California, and do encourage all residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday, and throughout the year.

Given under my hand and the Seal of the City of Santa Clara, California, this 9th day of October, 2018.



Lisa M. Gillmor
LISA M. GILLMOR
MAYOR
City of Santa Clara