



City of Arts & Innovation

Proclamation

WHEREAS, the government of Riverside, 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 representing 99.7 percent of all businesses with employees in the United States. Small businesses are responsible for 65.9 percent of net new jobs created from 2000 to 2017 and 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 Small Business Saturday has had a positive impact on their community and 89% of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

WHEREAS, 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 City of Riverside supports local businesses that create jobs, boosts local economy, and preserve communities; 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, William R. Bailey, III, Mayor of the City of Riverside, California, do hereby proclaim November 24, 2018, as

Small Business Saturday

and on behalf of the City Council, urge residents of our community, and communities across the country, to support businesses and merchants on Small Business Saturday and throughout the year.

Dated this 24th day of November, 2018.

*Riverside
Pride*

WILLIAM R. BAILEY, III, Mayor
City of Riverside, California

