



**PROCLAMATION IN HONOR OF
SMALL BUSINESS SATURDAY**

WHEREAS, the City of Thousand Oaks, California celebrates our local small businesses and the contribution 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, representing more than 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 percent of consumers who are aware of Small Business Saturday said the day encourages them 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 and/or family; and

WHEREAS, the most reported reason for consumers aware of the day to shop and dine small, independently-owned businesses was to support their community; and

WHEREAS, the City of Thousand Oaks, California supports our local businesses that create jobs, boost our local economy, and preserve our community; and

WHEREAS, advocacy groups, as well as and public and private organizations across the country, have endorsed the Saturday after Thanksgiving as Small Business Saturday.

NOW, THEREFORE, I, ANDREW P. FOX, Mayor of the City of Thousand Oaks, on behalf of the entire City Council, do hereby proclaim November 24, 2018 as

SMALL BUSINESS SATURDAY

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

CITY OF THOUSAND OAKS

ANDREW P. FOX

Mayor

ATTEST:

Cynthia M. Rodriguez
CYNTHIA M. RODRIGUEZ
City Clerk

Dated this 24th day of November, 2018

