



PROCLAMATION

- WHEREAS,** the City of Walnut Creek celebrates our local small businesses and the contributions they make to our local economy and community;
- 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 % of all businesses with employees in the United States; and are responsible for 65.9 % of net new jobs created from 2000 to 2017; and
- WHEREAS,** small businesses employ 47.5 % 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
- WHEREAS,** 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 most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community (64%); and
- WHEREAS,** the City of Walnut Creek supports our local businesses that create jobs, boost our local economy and preserve our 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, Justin Wedel, Mayor of the City of Walnut Creek, on behalf of the Walnut Creek City Council, do hereby proclaim November 24, 2018 as:

SMALL BUSINESS SATURDAY

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


Justin Wedel
Mayor

