



SMALL BUSINESS SATURDAY 2018

- WHEREAS,** the government of Berkeley, 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 28.8 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 63 percent of net new jobs created over the past 20 years; and
- WHEREAS,** small businesses employ 48 percent of the employees in the private sector in the United States; and
- WHEREAS,** on average, 33 percent of consumers' holiday shopping will be done at small, independently-owned retailers and restaurants; and
- WHEREAS,** 91 percent of all consumers believe that supporting small, independently-owned restaurants and bars is important; and
- WHEREAS,** 76 percent of all consumers plan to go to one or more small businesses as part of their holiday shopping; and
- WHEREAS,** Berkeley, 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.

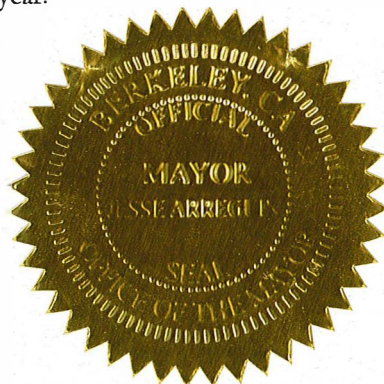
NOW THEREFORE, BE IT RESOLVED that I, Jesse Arreguin, Mayor of the City of Berkeley, do hereby proclaim November 24, 2018 as

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.

Jesse Arreguin

Jesse Arreguin
Mayor



November 24, 2018