



City of Mission Viejo

Proclamation

*A Proclamation of the City Council of the City of Mission Viejo
Proclaiming November 24, 2018, to be*

2018 Small Business Saturday

WHEREAS, the City of Mission Viejo, celebrates our local small businesses and the contributions they make to our local economy and community; 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 in the United States say Small Business Saturday has had a positive impact on their community; and

WHEREAS, 89 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 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.

THEREFORE, I, Edward Sachs, by virtue of the authority vested in me as Mayor of the City of Mission Viejo and on behalf of the members of the City Council, do hereby declare 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.

November 24, 2018

*Edward Sachs
Mayor*