



Proclamation

In Recognition of Small Business Saturday November 24, 2018

WHEREAS: The City of Rancho Cordova celebrates Small Business Saturday on November 24, 2018 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 in the United States. They represent 99.7 percent of all businesses with employees in the United States, and they are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

WHEREAS: Small businesses employ 47.5 percent of employees in the private sector in the United States; and

WHEREAS: Ninety percent of consumers in the United States say Small Business Saturday has had a positive impact on their community; and

WHEREAS: Eight-nine percent of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

WHEREAS: Seventy-three 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 (64%); and

WHEREAS: The City of Rancho Cordova, California 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 and urge Rancho Cordova residents, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

NOW THEREFORE, BE IT RESOLVED: The City Council of the City of Rancho Cordova does hereby proclaim November 24th, 2018 as Small Business Saturday.

IN WITNESS WHEREOF: I have set my hand and caused the seal of the City of Rancho Cordova to be affixed this 24th day of November, 2018.



Linda Budge, Mayor

