

City of Santa Ana

PROCLAMATION

Recognizing

SMALL BUSINESS SATURDAY

WHEREAS, the City of Santa Ana, CA 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 30.2 million small businesses in the United States which represents 99.9 percent of all businesses with employees in the United States, creating 1.9 million net new jobs as of 2018; and

WHEREAS, small businesses employment increased by 1.8 percent in the private sector in the United States over the past year; and

WHEREAS, on average, 35 percent of consumers' holiday shopping will be done at small, independently-owned retailers and restaurants; and

WHEREAS, on a national level, 48 percent of consumers who participated in Small Business Saturday reported visiting a small business that they had not previously been to previously; and

WHEREAS, 84 percent of consumers who are aware of Small Business Saturday said the day makes them want to Shop Small all year long, not just during the holiday season; and

WHEREAS, the City of Santa Ana, CA supports 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 Day as Small Business Saturday.

NOW, THEREFORE, WE, THE MAYOR AND CITY COUNCIL of the City of Santa Ana 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.

Dated: November 20, 2018



David Benavides
Councilmember



Michele Martinez
Mayor Pro Tem



Vicente Sarmiento
Councilmember



Jose Solorio
Councilmember



Sal Tinajero
Councilmember



Juan Villegas
Councilmember



Miguel A. Pulido
Mayor