



CITY OF SANTA CRUZ
CALIFORNIA

Mayor's Proclamation

- WHEREAS THE CITY OF SANTA CRUZ CELEBRATES OUR SMALL BUSINESSES AND THE CONTRIBUTIONS THAT THEY MAKE TO OUR LOCAL ECONOMY AND COMMUNITY; and
- WHEREAS EIGHTY-FOUR PERCENT OF SANTA CRUZ BUSINESSES ARE SMALL BUSINESSES EMPLOYING NINE PEOPLE OR LESS; and
- WHEREAS THERE ARE OVER 530 RETAIL BUSINESSES IN SANTA CRUZ PROVIDING NEARLY 5,500 JOBS; and
- WHEREAS PURCHASING GOODS AND SERVICES FROM LOCAL SMALL BUSINESSES KEEPS THOSE DOLLARS LOCAL AND CONTRIBUTES TO A MORE VIBRANT AND SUSTAINABLE ECONOMY; and
- WHEREAS THE CITY OF SANTA CRUZ ECONOMIC DEVELOPMENT DEPARTMENT HAS PRODUCED A HOLIDAY RETAIL SHOPPING GUIDE FEATURING OVER 150 LOCAL RETAIL BUSINESSES AND THEIR SMALL BUSINESS SATURDAY DEALS; and
- WHEREAS RETAIL BUSINESSES ACROSS THE COUNTY WILL BE CELEBRATING SMALL BUSINESS SATURDAY AND ENCOURAGING SHOPPERS TO SHOP LOCAL:

NOW, THEREFORE, I, DAVID TERRAZAS, MAYOR OF THE CITY OF SANTA CRUZ, DO HEREBY PROCLAIM SATURDAY, NOVEMBER 24, 2018 AS "SMALL BUSINESS SATURDAY DAY" IN THE CITY OF SANTA CRUZ AND ENCOURAGE ALL CITIZENS TO JOIN ME IN SHOPPING LOCAL.



DAVID TERRAZAS, MAYOR