



Proclamation

Small Business Saturday

November 24, 2018

- WHEREAS, the government of Watsonville, 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 30.2 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and
- WHEREAS, small businesses employ 47.5 percent of the employees in the private sector in the United States; and
- WHEREAS, 90% of consumers in the United States say Small Business Saturday has had a positive impact on their community; and
- WHEREAS, 89% of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and
- WHEREAS, 73% 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, CITY, STATE supports our local businesses that create jobs, boost our local economy and preserve our communities
- 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, I, Lowell Hurst, Mayor of the City of Watsonville, in the State of California, on behalf of the City Council do hereby proclaim November 24th, 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 throughout the year.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Watsonville to be affixed this 24th day of November, two thousand and eighteen.

Lowell Hurst
Lowell Hurst, Mayor