

CITY OF CYPRESS Proclamation

“Small Business Saturday” November 30, 2019

WHEREAS, the government of Cypress, California, 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, 94 percent of consumers in the United States value the contributions small businesses make in their community; and

WHEREAS, 96 percent of consumers who plan to shop on Small Business Saturday said the day encourages them to go to small, independently-owned retailers or restaurants that they have not been to before, or would not have otherwise tried; and

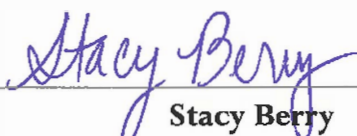
WHEREAS, 92 percent of companies planning promotions on Small Business Saturday said the day helps their business stand out during the busy holiday shopping season; and

WHEREAS, 59 percent of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

WHEREAS, Cypress, 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.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Cypress does hereby proclaim November 30, 2019, as **SMALL BUSINESS SATURDAY** in the City of Cypress and urges the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.



Stacy Berry
Mayor of the City of Cypress

Dated: November 12, 2019

