

CITY OF MOUNTAIN VIEW PROCLAMATION

WHEREAS, the City of Mountain View 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 30.7 million small businesses in the U.S. They represent 99.7 percent of all businesses with employees in the U.S. and are responsible for 64.9 percent of net new jobs created from 2000 to 2018; and

WHEREAS, small businesses employ 47.3 percent of the employees in the private sector in the U.S.; 94 percent of consumers in the U.S. value the contributions small businesses make in their community; 96 percent of consumers who plan to shop on Small Business Saturday said the day inspires them to go to small, independently owned retailers or restaurants that they have not been to before, or would not have otherwise tried; 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 59 percent of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

WHEREAS, the City of Mountain View supports our local businesses that create jobs, boost our local economy, and preserve our communities. 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, Lisa Matichak, Mayor of the City of Mountain View, along with my colleagues on the City Council, do hereby proclaim November 30, 2019 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.

Signed and sealed this 12th day of November 2019.



Lisa Matichak

LISA MATICHAK, MAYOR