

PROCLAMATION

*Small Business Saturday
November 30, 2019*

WHEREAS, the City of Redlands celebrates our local small business community and the contributions they make to our local economy; and

WHEREAS, public awareness of the contributions made by Redlands' local businesses is key to sustaining a healthy business climate; and

WHEREAS, since 2010, the Saturday after Thanksgiving has been designated Small Business Saturday, a designation that has been embraced across the country by advocacy groups and public and private organizations; and

WHEREAS, in 2018 U.S. consumers shopped spent a record high estimated \$17.8 billion at independent retailers and restaurants on Small Business Saturday; and

WHEREAS, the Small Business Saturday Coalition, comprised of national, state and local associations that helped coordinate activities for Small Business Saturday with small business owners and consumers, saw more than 615 organizations helped spread the Shop Small message; and


WHEREAS, for every dollar spent at a small business, 67-cents will return in the community through employee wages and benefits, and reinvested in other local businesses; and


WHEREAS, Redlands, California supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Redlands does hereby proclaim Saturday, November 30, 2019 as *Small Business Saturday*, in the City and encourages residents and visitors to support small businesses on *Small Business Saturday* and throughout the year.

IN WITNESS WHEREOF, we hereunto affix our signatures and Official Seal of the City of Redlands on this 19th day of November, 2019.




Paul W. Foster, Mayor

Attest:

Jeanne Donaldson, City Clerk