



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 500 RETAIL BUSINESSES IN SANTA CRUZ PROVIDING NEARLY 5,300 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

WHEREAS RETAIL BUSINESSES ACROSS THE COUNTY WILL BE CELEBRATING SMALL BUSINESS SATURDAY AND ENCOURAGING SHOPPERS TO SHOP LOCAL:

NOW, THEREFORE, I, MARTINE WATKINS, MAYOR OF THE CITY OF SANTA CRUZ, DO HEREBY PROCLAIM SATURDAY, NOVEMBER 30, 2019 AS "SMALL BUSINESS SATURDAY DAY" IN THE CITY OF SANTA CRUZ AND ENCOURAGE ALL CITIZENS TO JOIN ME IN SHOPPING LOCAL.




MARTINE WATKINS, MAYOR