

City of Santa Monica



PROCLAMATION

- WHEREAS, the City of Santa Monica 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. This represents 99.7 percent of all businesses with employees in the United States and 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, 94 percent of consumers in the United States report that they value the contributions small businesses make in their community; and
- WHEREAS, 96 percent of consumers who plan to shop of 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; 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, the City of Santa Monica 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, I, GLEAM DAVIS, Mayor of the City of Santa Monica, on behalf of the Members of 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.

Dated this 20th day of September, 2019


GLEAM DAVIS
MAYOR