



Proclamation

Small Business Saturday

November 30, 2019

- WHEREAS,** according to the United States Small Business Administration, there are 30.7 million small businesses in the United States, that represent 99.7% of all firms with paid employees in the country and are responsible for 64.9% of net new jobs created from 2000 to 2018; and
- WHEREAS,** small businesses employ 47.3% of the employees in the private sector in the United States; and
- WHEREAS,** 96% of consumers who plan to shop on Small Business Saturday® say 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% of companies planning promotions on Small Business Saturday say the day helps their business stand out during the busy holiday shopping season and 59% of small business owners say Small Business Saturday contributes significantly to their holiday sales every year; and
- WHEREAS,** the City of West Hollywood recognizes its local businesses for creating jobs, boosting the local economy and contributing into the city community; and
- WHEREAS,** many 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 West Hollywood hereby proclaims November 30, 2019 as SMALL BUSINESS SATURDAY and urges its residents and communities across the country to support small businesses and make purchases in the independent local stores and restaurants on Small Business Saturday and throughout the year.

Resolved this 30th day of November 2019

A handwritten signature in blue ink, appearing to read "John D'Amico".

John D'Amico
Mayor

A handwritten signature in black ink, appearing to read "Lindsey P. Horvath".

Lindsey P. Horvath
Mayor Pro Tempore

A handwritten signature in black ink, appearing to read "John Heilman".

John Heilman
Councilmember

A handwritten signature in black ink, appearing to read "Lauren Meister".

Lauren Meister
Councilmember

A handwritten signature in black ink, appearing to read "John J. Duran".

John J. Duran
Councilmember

