



Proclamation

RECOGNIZING SMALL BUSINESS SATURDAY

November 30, 2019

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

WHEREAS, according to the United States Small Business Administration, there are currently 30.7 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 64.9 percent of net new jobs created from 2000 to 2018, and employ 47.3 percent of the employees in the private sector in the United States; and

WHEREAS, 94% of consumers in the United States say Small Business Saturday has had a positive impact on their community and 89% of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

WHEREAS, 96% 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; and

WHEREAS, 92% of companies planning promotions on Small Business Saturday said the day helps their business stand out during the busy holiday shopping season; and

WHEREAS, Sacramento supports local businesses that create jobs, boost our local economy and preserve our communities.

NOW, THEREFORE, BE IT RESOLVED, I, Darrell Steinberg, Mayor of the City of Sacramento, 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.

ISSUED: This 30th day of November, 2019

Darrell Steinberg
Mayor, City of Sacramento