

# PROCLAMATION

## OF THE MAYOR OF THE CITY OF FOLSOM PROCLAIMING NOVEMBER 28, 2020

### as SMALL BUSINESS SATURDAY in the City of Folsom

**WHEREAS,** the City of Folsom celebrates its local small businesses and the contributions they make to our local economy and community; according to the United States Small Business Administration, there are 30.7 million small businesses in the United States, they represent 99.7 percent of all firms with paid employees in the United States, are responsible for 64.9 percent 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, 62% of U.S. small businesses reported that they need to see consumer spending return to pre-COVID levels by the end of 2020 in order to stay in business, 65% of U.S. small business owners said it would be most helpful to their business to have their "regulars" return and start making purchases again, and three-quarters of U.S. consumers are currently looking for ways to Shop Small® and support their community; and

**WHEREAS,** 94% of consumers in the United States value the contributions small businesses make in their community; 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,** 95% of consumers who shopped on Small Business Saturday reported the day makes them want to shop or eat at small, independently-owned businesses all year long, not just during the holiday season; and

**WHEREAS,** the City of Folsom supports its local businesses; 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, SARAH AQUINO,** Mayor of the City of Folsom, on behalf of the Folsom City Council, do hereby proclaim **November 28, 2020, 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.

**PROCLAIMED** this 10<sup>th</sup> day of November 2020.

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Sarah Aquino, MAYOR

Attest:

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Christa Freemantle, CITY CLERK

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