

# Proclamation

## *Proclaiming November 30, 2019 as Small Business Saturday*

- WHEREAS,** the City of Jurupa Valley, California, celebrates our local small businesses and the contributions they make to our local economy and community; and
- WHEREAS,** small businesses employ 47.3 percent of the employees in the private sector in the United States; 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,** 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,** 59% of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and
- WHEREAS,** the City Council of the City of Jurupa Valley 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, Mayor Brian Berkson, 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.

Proclaimed this 30<sup>th</sup> day of November, 2019.



Brian Berkson, Mayor

