



# *Proclamation*

of the City Council

## **Small Business Saturday**

***November 26, 2022***

**WHEREAS**, locally owned businesses contribute to our unique and vibrant community character; and

**WHEREAS**, small businesses are the backbone of our economy, and the glue that holds communities together - creating jobs, boosting the local economy and preserving our neighborhoods; and

**WHEREAS**, in 2021, U.S. shoppers who shopped at independent retailers and restaurants on Small Business Saturday reported spending a record high total of an estimated \$20 billion dollars; and

**WHEREAS**, seven in ten American adults reported being aware of the day; and

**WHEREAS**, 96% of respondents who shopped on Small Business Saturday agree that shopping at small, independently-owned businesses supports their commitment to making purchases that have a positive social, economic, and environmental impact; and

**WHEREAS**, consumers who shopped on Small Business Saturday agree that small businesses are essential to their community; 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**, we are grateful to the small locally owned businesses of Yuba City for their generous contribution to the quality of life we all enjoy.

***NOW, THEREFORE, BE IT RESOLVED***, I, Dave Shaw, Mayor of the City of Yuba City and on behalf of the entire City Council, do hereby recognize November 26, 2022, as **Small Business Saturday**, and urge the citizens of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

Done this 1<sup>st</sup> day of November 2022, at the City of Yuba City, County of Sutter, State of California.