

# PROCLAMATION

THE BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA  
PROCLAMATION DESIGNATING SATURDAY, NOVEMBER 26, 2022

## SMALL BUSINESS SATURDAY

\*\*\*\*\*

*WHEREAS, San Mateo County 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 32.5 million small businesses in the United States, small businesses represent 99.7% of firms with paid employees, small businesses are responsible for 62% of net new jobs created since 1995, and small businesses employ 46.8% of the employees in the private sector in the United States; and*

*WHEREAS, 79% of consumers understand the importance of supporting the small businesses in their community on **Small Business Saturday**®, 70% report the day makes them want to encourage others to Shop Small®, independently-owned retailers, and 66% report that the day makes them want to Shop Small all year long; and*

*WHEREAS, 58% of shoppers reported they shopped online with a small business and 54% reported they dined or ordered takeout from a small restaurant, bar, or café on Small Business Saturday in 2021; and*

*WHEREAS, San Mateo County 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, BE IT RESOLVED**, that the San Mateo County Board of Supervisors, State of California, does hereby proclaim November 26, 2022, as **SMALL BUSINESS SATURDAY**, and urges the residents or our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

**Dated: November 15, 2022**

SUPERVISORS:

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*DON HORSLEY, PRESIDENT*

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*DAVE PINE*

\_\_\_\_\_  
*CAROLE GROOM*

\_\_\_\_\_  
*WARREN SLOCUM*

\_\_\_\_\_  
*DAVID J. CANEPA*

Attest: \_\_\_\_\_  
Deputy Clerk of the Board of Supervisors