

Proclamation

THE BOARD OF SUPERVISORS COUNTY OF SAN MATEO, STATE OF CALIFORNIA
PROCLAMATION DESIGNATING NOVEMBER 25, 2023 AS

Small Business Saturday

WHEREAS, since its inception in 2010, Small Business Saturday has highlighted the significance of supporting small, independently owned businesses across the country dedicated to supporting the diverse range of local businesses that help create jobs, boost the economy and keep communities thriving; and

WHEREAS, according to the U.S. Small Business Administration, there are 33 million small businesses in the United States, which represent 99.7% of firms with paid employees, are responsible for 62.7% of net new jobs created since 1995 and employ 46.4% of the employees in the private sector in the United States; and

WHEREAS, 68 cents of every dollar spent at a small business in the United States stays in the local community and every dollar spent at small businesses creates an additional 48 cents in local business activity as a result of employees and local businesses purchasing local goods and services; and

WHEREAS, Small Business Saturday is an opportunity to demonstrate a conscious commitment to the communities in which we live and helps create jobs that preserve unique local culture, and 72% of consumers reported that Small Business Saturday 2022 made them want to shop and dine at small, independently-owned retailers and restaurants all year long.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of San Mateo, State of California, does hereby designate November 25, 2023, as Small Business Saturday to support small businesses and merchants.

Dated: November 14, 2023

SUPERVISORS:

DAVE PINE, President

NOELIA CORZO

RAY MUELLER

WARREN SLOCUM

DAVID J. CANEPA

Attest: _____
Deputy Clerk of the Board of Supervisors