



Proclamation

of the City Council

Small Business Saturday

November 27, 2021

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 2019 U.S. shoppers who shopped at independent retailers and restaurants on Small Business Saturday reported spending a record high total of an estimated \$19.6 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, Marc Boomgaarden, Mayor of the City of Yuba City and on behalf of the entire City Council, do hereby recognize November 27, 2021, 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 16th day of November 2021, at the City of Yuba City, County of Sutter, State of California.