

City of Petaluma

Proclamation

SMALL BUSINESS SATURDAY – NOVEMBER 30, 2024

WHEREAS, the City of Petaluma celebrates our local small businesses and the contributions they make to our local economy by creating jobs, serving our diverse community, innovating to help solve global problems and launching future growth industries; and

WHEREAS, according to the United States Small Business Administration, California is the fifth largest economy in the world and has more than 4.2 million small businesses – more than any other state. There are currently 32.5 million small businesses in the United States, small businesses represent more than 99% of companies with paid employees, and are responsible for over 60% of net new jobs created since 1995; and

WHEREAS, California's small businesses account for over 99 percent of total businesses in the state and employ more than 7 million people – nearly half of the state's private sector work force. Small businesses employ 47.5 percent of the employees in the private sector in the United States and 90% of consumers say Small Business Saturday has had a positive impact on 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, 96% of consumers 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 97% of consumers who shopped on Small Business Saturday agree that small businesses are essential to their community; and

WHEREAS, communities across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

NOW, THEREFORE, BE IT RESOLVED that I, Kevin McDonnell, Mayor of Petaluma, along with the members of the City Council, do hereby proclaim, November 30, 2024, as **SMALL BUSINESS SATURDAY** and urge the residents of Petaluma, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

Kevin McDonnell, Mayor

Caitlin Corley, City Clerk