

PROCLAMATION

Small Business Saturday

WHEREAS, the City of Lodi, 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 more than 34 million small businesses in the United States, small businesses represent 99% of companies with paid employees, small businesses are responsible for 61% of net new jobs created since 1995, and small businesses employ 45% of the employees in the private sector throughout the United States; and

WHEREAS, for every \$100 spent at a small business in the United States, \$68 stays in the local community and every \$100 spent at small businesses creates an additional \$48 in local business activity as a result of employees and local businesses purchasing local goods and services; and

WHEREAS, 59% of U.S. consumers aware of Small Business Saturday shopped or dined at a small, independently owned retailer or restaurant on Small Business Saturday 2023; and

WHEREAS, the City of Lodi has more than 2,500 small businesses throughout the community and supports our local businesses that create jobs, boost our local economy, provide needed goods and services, and preserve our community; 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 City Council of the City of Lodi hereby proclaims November 30, 2024 as Small Business Saturday and urge Lodi residents, and communities across the country, to support small businesses and merchants on Small Business Saturday – celebrating its 15th year in 2024 – and Shop Small throughout the year.

SIGNED this _____ day of November 2024