

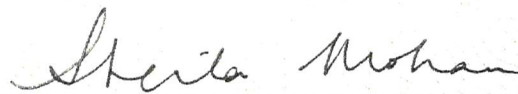
Proclamation

- WHEREAS,** The City of Cupertino wishes to celebrate 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 34.7 million small businesses in the United States, small businesses represent 99.7% of firms with paid employees, small businesses are responsible for 61.1% of net new jobs created since 1995, and small businesses employ 45.9% 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 U.S. 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,** 59% of U.S. consumers aware of Small Business Saturday shopped or ate at a small, independently owned retailer or restaurant on Small Business Saturday 2023; and
- WHEREAS,** The City of Cupertino supports our local businesses which create jobs, boost our economy, and offer a variety of goods and services for the community to enjoy.
- THEREFORE,** I, Mayor Sheila Mohan, and the Cupertino City Council do hereby Proclaim November 30, 2024 as

Small Business Saturday

And urge the residents of our community, 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.

IN WITNESS THEREOF, I have hereunto set my hand and caused the seal of the City of Cupertino to be affixed this Tuesday, November 19, 2024.



The Honorable Sheila Mohan
Mayor, City of Cupertino