

Proclamation

Issued By The Mayor

SMALL BUSINESS SATURDAY

WHEREAS, Saturday, November 26, 2022 is National Small Business Saturday – a day to celebrate and support small businesses and all they do for our community; and

WHEREAS, consumers are encouraged to prioritize shopping at independent retailers in their community beginning the Saturday after Thanksgiving and throughout the holiday season; and

WHEREAS, small businesses are among the most severely impacted by the economic fallout of the coronavirus pandemic, and are in need of our support more than ever as they navigate, retool and pivot from the effects of the pandemic; and

WHEREAS, many independent retailers find holiday sales, both online and in person, to be critical and enable them to remain in business; and

WHEREAS, the City of San Leandro recognizes and values the dedication and entrepreneurial spirit of small businesses within our community; and

WHEREAS, small businesses are the backbone of our economy and when we support small business, jobs are created and local communities are able to preserve their unique culture; and

WHEREAS, there are more than 2,700 small businesses in the City of San Leandro employing 25 or fewer people, many of them minority- and women-owned; and

WHEREAS, the City of San Leandro and the San Leandro Chamber of Commerce support and join in the national effort to help America’s small businesses grow their business, create jobs, and ensure that the community remains as vibrant tomorrow as it is today.

NOW, THEREFORE, I, Pauline Russo Cutter, Mayor of the City of San Leandro, on behalf of the entire City Council, do hereby proclaim November 26, 2022, as “**SMALL BUSINESS SATURDAY**” in the City of San Leandro.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of San Leandro to be affixed this 21st day of November, 2022.


