

# PROCLAMATION

**WHEREAS**, the City of Vista acknowledges and appreciates the essential contribution of local small businesses to the enhancement of our 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, account for 61.1% of net new jobs created since 1995, and employ 45.9% of the private sector workforce; and

**WHEREAS**, it is noted that 68 cents of every dollar spent at a small business in the U.S. stays within the local community, and every dollar spent at a small business generates an additional 48 cents in local economic activity through the purchasing of local goods and services; and

**WHEREAS**, last year, 59% of U.S. consumers aware of Small Business Saturday participated by shopping or dining at a small, independently owned retailer or restaurant on that day; and


**WHEREAS**, the City of Vista is committed to supporting local businesses that generate jobs, stimulate our economy, and fortify our communities; and

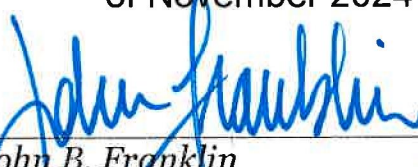
**WHEREAS**, various advocacy groups, along with public and private organizations across the nation, have designated the Saturday following Thanksgiving as Small Business Saturday.

**NOW, THEREFORE**, the Mayor and members of the Vista City Council do hereby encourage the residents of the City of Vista, as well as individuals throughout our communities and nationwide, to support small businesses and merchants on Small Business Saturday – celebrating its 15th anniversary in 2024 – and Shop Small throughout the year, and do hereby proclaim, Saturday, November 30, 2024, as:

## “SMALL BUSINESS SATURDAY IN THE CITY OF VISTA”

**IN WITNESS WHEREOF**, we have hereunto set our hands and affixed the seal this 12th day of November 2024

  
Katie Melendez  
Deputy Mayor

  
John B. Franklin  
Mayor

  
Joe Green  
Councilmember

  
Corinna Contreras  
Councilmember

  
Dan O'Donnell  
Councilmember