



# City of Mission Viejo

## *Proclamation*

*A Proclamation of the City Council of the City of Mission Viejo  
Proclaiming November 24, 2018, to be*

### *2018 Small Business Saturday*

*WHEREAS*, the City of Mission Viejo, celebrates our local small businesses and the contributions they make to our local economy and community; and

*WHEREAS*, small businesses employ 47.5 percent of the employees in the private sector in the United States; and

*WHEREAS*, 90 percent of consumers in the United States say Small Business Saturday has had a positive impact on their community; and

*WHEREAS*, 89 percent of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

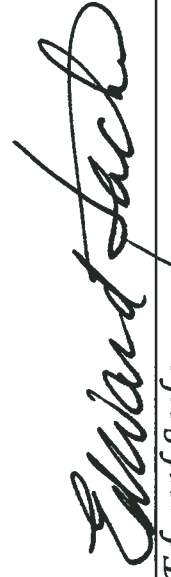
*WHEREAS*, 73 percent of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family; and

*WHEREAS*, the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their 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.

*THEREFORE*, I, Edward Sachs, by virtue of the authority vested in me as Mayor of the City of Mission Viejo and on behalf of the members of the City Council, do hereby declare November 24, 2018, 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 and throughout the year.

*November 24, 2018*



*Edward Sachs  
Mayor*