

Proclamation

Whereas, on Small Business Saturday, the Saturday after Thanksgiving, the City of Alameda celebrates our local small businesses and the contributions they make to our local economy and community; and

Whereas, locally owned businesses build strong neighborhoods by sustaining communities and contributing to local causes during times of prosperity and hardship; and

Whereas, locally owned businesses create jobs in Alameda, and in some sectors, provide better wages and benefits than chain stores; and

Whereas, local stores help sustain vibrant, compact, walkable retail centers which reduce automobile use and traffic congestion, and lower greenhouse gas emissions; and

Whereas, when polled, the vast majority of consumers understood the importance of supporting small businesses in their community on Small Business Saturday, and reported that the day reminds them to shop with small, independently-owned retailers all year long, and encourage others to do the same; and

Whereas, West Alameda Business District, Downtown Alameda Business District, and Alameda Chamber and Economic Alliance have worked tirelessly and collaboratively on behalf of their members to maintain the vitality of our commercial districts during the COVID-19 public health and economic crises; and

Whereas, as Alameda's small business continue to recover from the impacts of the COVID-19 pandemic, we encourage residents to celebrate Small Business Saturday November 26, 2022, and to give back to our community by spending local every day.

Now, therefore, be it resolved, that I, Marilyn Ezzy Ashcraft, Mayor of the City of Alameda do hereby proclaim November 26, 2022 as

Small Business Saturday

and thank our residents for supporting small businesses in Alameda, in good times and challenging times! Make a business owner's day: Shop Local



Marilyn Ezzy Ashcraft
Mayor

