

# 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 do; and

**Whereas,** local stores help sustain vibrant, compact, walkable retail centers which reduce automobile use and air and water pollution; and

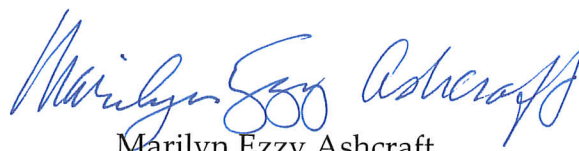
**Whereas,** 96 percent of consumers who plan to shop on Small Business Saturday said the day inspires them to visit small, independently-owned retailers and restaurants that they have not previously tried; and

**Whereas,** here in Alameda, as we collectively recover from the COVID-19 pandemic, we encourage residents to celebrate this Small Business Saturday and every day by spending local and giving back to our community.

**Now, therefore, be it resolved,** that I, Marilyn Ezzy Ashcraft, Mayor of the City of Alameda do hereby proclaim November 28, 2020, as

## Small Business Saturday

and urge the residents of our community to support small businesses and merchants and spend local on this day and throughout the year.



Marilyn Ezzy Ashcraft  
Mayor

