

# 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,** the West Alameda Business District, the Downtown Alameda Business District, and the Chamber of Commerce have worked tirelessly and collaboratively on behalf of their members to maintain the vitality of our commercial districts during the public health and economic crises; 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 27, 2021 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

