

# Proclamation

**Whereas,** on Small Business Saturday, the Saturday after Thanksgiving, the City of Alameda celebrates our small businesses and all they do for our vibrant community; and

**Whereas,** locally owned businesses keep us Alameda Strong by creating jobs, sponsoring events, and making charitable contributions to nonprofits and youth sports teams; and

**Whereas,** local stores require fewer automobile miles, reducing traffic congestion, lowering our carbon footprint, and reducing the dangerous greenhouse gas emissions that contribute to climate change; and

**Whereas,** locally owned businesses contribute to the distinct character of Alameda with neighbors as business owners and workers, allowing for more curated stores with a meaningful collection of gifts and goods for local shoppers; and

**Whereas,** for every dollar a shopper spends locally, 67 cents stays in the community, generating local tax revenues that pay for important City services and programs, and creating local wealth and jobs; and

**Whereas,** West Alameda Business District, Downtown Alameda, and the Alameda Chamber and Economic Alliance worked tirelessly to maintain the vitality of our commercial districts during the public health and economic crises caused by the pandemic; and

**Whereas,** as Alameda's small businesses continue navigate, retool, and pivot from the effects of the pandemic, including continued workforce challenges, we encourage residents to celebrate Small Business Saturday this November 25, 2023, 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 25, 2023 as

## Small Business Saturday

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



Marilyn Ezzy Ashcraft  
Mayor

