



PROCLAMATION

Whereas, the City of Glendale, California, celebrates our local small businesses and the contributions they make to our local economy and community; and

Whereas, according to the United States Small Business Administration, there are 34.7 million small businesses in the United States, small businesses represent 99.7% of firms with paid employees, small businesses are responsible for 61.1% of net new jobs created since 1995, and small businesses employ 45.9% of the employees in the private sector in the United States, and

Whereas, 68 cents of every dollar spent at a small business in the U.S. stays in the local community and every dollar spent at small businesses creates an additional 48 cents in local business activity as a result of employees and local businesses purchasing local goods and services; and

Whereas, 59% of U.S. consumers aware of Small Business Saturday shopped or ate at a small, independently owned retailer or restaurant on Small Business Saturday 2023; and

Whereas, Glendale supports our local businesses that create jobs, boost our local economy, and preserve our communities; and

Whereas, small businesses are the foundation of Glendale's economy, making up over 90% of the city's businesses, and playing a vital role in job creation;

Whereas, Glendale is home to more than 13,000 diverse businesses, ranging from family-owned restaurants to innovative tech startups in the downtown corridor, each contributing to the city's unique character and identity;

Whereas, the City of Glendale's Economic Development Division actively supports small businesses through initiatives such as hosting the annual May Small Business Summit, launched in 2023 to honor National Small Business Week, providing invaluable business resources, insights, and inspiration to entrepreneurs and business owners alike;

Whereas, the City of Glendale's Economic Development Division further supports small businesses through a free HR Hotline, offering expert guidance to help local businesses navigate workforce-related challenges, ensuring they have access to legal, HR and compliance advice in real-time;

Whereas, partnerships with the Small Business Administration (SBA), the Los Angeles and Pasadena Small Business Development Centers (SBDCs), the Glendale Chamber of Commerce, along with other local, regional and state resource organizations, ensure that Glendale's small businesses have access to the resources, expertise, and support they need to grow and thrive; and

Whereas, advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

Now, Therefore, I, Elen Asatryan, Mayor of City of Glendale, do hereby proclaim, November 30, 2024, 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 - celebrating its 15th year in 2024 - and Shop Small throughout the year.

Elen Asatryan, Mayor
November 19, 2024