

**A PROCLAMATION OF
THE MAYOR AND CITY COUNCIL
PROCLAIMING NOVEMBER 30, 2024, AS
SMALL BUSINESS SATURDAY
IN THE CITY OF SAN BERNARDINO**

WHEREAS, Small Business Saturday is celebrated annually on the Saturday following Thanksgiving, serving as a vital reminder to support local small businesses that are the backbone of our economy and community; and,

WHEREAS, small businesses in San Bernardino employ thousands of residents, foster innovation, and contribute significantly to the unique character and cultural richness of our city; and,

WHEREAS, shopping small not only helps our local economy but also strengthens community ties, as small businesses often give back through sponsorships, donations, and participation in community events; and,

WHEREAS, the City of San Bernardino recognizes the challenges faced by small businesses, particularly in the wake of economic shifts and global changes, and commits to supporting their recovery and growth; and,

WHEREAS, by choosing to shop local, residents can help sustain the unique offerings of our small businesses, ensuring that our community continues to thrive and flourish; and,

WHEREAS, we celebrate the entrepreneurial spirit that embodies San Bernardino, highlighting the hard work and creativity of small business owners who enhance our community's identity; and,

WHEREAS, it is essential for all citizens to embrace the importance of local shopping and take action to support the small businesses that contribute to our economy and community well-being.

THEREFORE BE IT RESOLVED, THAT, the Mayor and the City Council of San Bernardino do hereby proclaim Saturday, November 30, 2024, as **Small Business Saturday** in the City of San Bernardino. We encourage all residents to visit local shops, dine at our neighborhood restaurants, and support the small businesses that make our city unique. Together, we can strengthen our local economy and foster a sense of community pride.

Presented on the 20th Day of November 2024