



Proclamation

WHEREAS, the City of Merced celebrates our local small businesses and the contributions they make to our local economy and community; and

WHEREAS, small businesses employ nearly 50% of the employees in the private sector in the United States and are vital to our City's economic health; and

WHEREAS, Small Business Saturday is a nationwide campaign to cultivate business for small merchants on the Saturday after Thanksgiving; and

WHEREAS, consumers who shop on Small Business Saturday agree that shopping at small, independently-owned businesses supports their commitment to making purchases that have a positive social, economic, and environmental impact and consumers who shopped on Small Business Saturday agree that small businesses are essential to their community by supplying jobs and generating tax revenue; and

WHEREAS, the City of Merced supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods; and

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

NOW, THEREFORE, I, MATTHEW SERRATTO, Mayor of the City of Merced, do hereby proclaim November 25, 2023, as SMALL BUSINESS SATURDAY in the City of Merced, and urge all citizens of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

Signed this 20th day of November 2023.

Matthew Serratto, Mayor of Merced