



# County of Sonoma

## State of California

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Date: November 12, 2024

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

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4/5 Vote Required

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### **Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,**

#### **Proclaims November 30, 2024 as Small Business Saturday**

**Whereas**, the County of Sonoma 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 more than 60% of net new jobs created since 1995, small businesses account for over 40% of the country's GDP (Small Business Administration), and small businesses employ 45.9% of the employees in the private sector in the United States, and

**Whereas**, over 99% of all businesses in Sonoma County are considered Small Medium-Sized Enterprises (Neilsburg, 2023) and 88% (24,167) of local businesses in the county have less than 20 employees (DataAxel, 2024); 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,** County of Sonoma supports our local businesses that create jobs, boost our local economy, and preserve our communities; 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, Be It Resolved,** that the Sonoma County Board of Supervisors does hereby honor do hereby proclaim, November 30, 2024, as Small Business Saturday and urges 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.

**Supervisors:**

Gorin:

Rabbitt:

Coursey:

Gore:

Hopkins:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**