

Small Business Saturday

WHEREAS, the City of La Habra celebrates our local small business community and the valuable contributions they make to our local economy; and

WHEREAS, according to the United States Small Business Administration, there are 31.7 million small businesses in the United States, which represent 99.9% of all firms with paid employees in the United States, responsible for 65.1% of net new jobs created from 2000 to 2019; and

WHEREAS, the spread of COVID-19 has had a negative impact on business activity in the United States, such that nearly two-thirds of U.S. small business owners believe it would be most helpful to their business to have their “regulars” return and start making purchases again; and

WHEREAS, approximately three-quarters of U.S. consumers have expressed a desire to support small businesses, which in turn supports the local economy; and

WHEREAS, the overwhelming majority of consumers who shop on the Saturday following Thanksgiving, a day known as “Small Business Saturday,” agree that making a concerted effort to make purchases on that day at small, independently-owned businesses is an essential way to support the community and the local economy; and

WHEREAS, the City of La Habra supports local businesses that create jobs, boost our local economy, and help support the quality of life in our community; and

WHEREAS, business advocacy groups, as well as public and private organization across the country, have endorsed the Saturday after Thanksgiving as “Small Business Saturday,”

NOW, THEREFORE, BE IT PROCLAIMED that the City Council hereby proclaim Saturday, November 28, 2020, as “Small Business Saturday” in La Habra, and urge all La Habrans to support our local small business community, not only on that day, but throughout the year.

DATED this 16th day of November, 2020.

Tom Beamish, Mayor

Attest: Laurie Swindell, CMC
City Clerk