

1 [Small Business Saturday - November 24, 2012]

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3 **Resolution declaring November 24, 2012, the Saturday after the Thanksgiving holiday,**
4 **as “Small Business Saturday” and supporting efforts to increase awareness of the**
5 **value of locally owned small businesses in the City and County of San Francisco.**
6

7 WHEREAS, The City and County of San Francisco recognizes that small businesses
8 are the economic engine that drive the economy and that by supporting small businesses we
9 benefit our communities; and

10 WHEREAS, Small businesses of less than 100 employees represent 98% of San
11 Francisco businesses, and employ approximately 50% of the employees in the private sector;
12 and

13 WHEREAS, Small businesses contribute 52% of the total sales taxes paid by
14 businesses in the City of San Francisco; and

15 WHEREAS, Small businesses are responsible for more than 50% of the private,
16 nonfarm product of the gross domestic product; and

17 WHEREAS, Small businesses are drivers of employment and generate 60-80% of all
18 new jobs annually in the United States; and

19 WHEREAS, Small businesses focus on two key strategies: deepening relationships
20 with customers and creating value for customers; and

21 WHEREAS, A slight shift in consumer purchasing behavior of diverting just 10% of
22 purchases from national chain stores to locally owned business would annually create 1,300
23 new jobs and yield over \$190 million in increased economic output in San Francisco; and

24 WHEREAS, For every \$100 spent, locally owned independent businesses generate
25 \$68 in local economic activity versus \$43 generated by national chains; and

1 WHEREAS, Supporting locally owned businesses enhances the quality of life of San
2 Francisco and contributes to the vibrancy of our diverse commercial corridors; and

3 RESOLVED, The City and County of San Francisco designates November 24, 2012,
4 the Saturday after the Thanksgiving holiday, as "Small Business Saturday" to increase
5 awareness of the value of locally owned small businesses and their impact on the economy of
6 the City; and

7 FURTHER RESOLVED, The City and County of San Francisco urges states and
8 localities to support and encourage the public to shop at local small businesses on Small
9 Business Saturday.

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City and County of San Francisco
Tails
Resolution

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

File Number: 121151

Date Passed: November 20, 2012

Resolution declaring November 24, 2012, the Saturday after the Thanksgiving holiday, as Small Business Saturday and supporting efforts to increase awareness of the value of locally owned small businesses in the City and County of San Francisco.

November 20, 2012 Board of Supervisors - ADOPTED

Ayes: 9 - Avalos, Campos, Chiu, Chu, Elsbernd, Farrell, Kim, Mar and Olague

Absent: 2 - Cohen and Wiener

File No. 121151

I hereby certify that the foregoing Resolution was ADOPTED on 11/20/2012 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Unsigned

Mayor

11/30/12

Date Approved

Date: November 30, 2012

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.

Angela Calvillo
Clerk of the Board

File No.
121151