

FILE NO.

RESOLUTION NO.

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.**
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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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