FILE NO. 121151

FILE NO

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

[Small Business Saturday - November 24, 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.

RESOLUTION NO. 432-12

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

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

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

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

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

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

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

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

Supervisor Mar BOARD OF SUPERVISORS

Page 1 11/20/2012 WHEREAS, Supporting locally owned businesses enhances the quality of life of San Francisco and contributes to the vibrancy of our diverse commercial corridors; and

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

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

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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

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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

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