

Proclamation

- Whereas,* the City of Manhattan Beach, 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 34.8 million small businesses in the United States, small businesses employ 45.9% of Americans, and as of September 2025, 3.57 million applications have been filed this year; and
- Whereas,* 61% of shoppers believe small businesses offer better or more unique gift ideas and 60% of consumers chose small businesses over large chains when shopping online or ordering food; and
- Whereas,* the City of Manhattan Beach 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 I, David Lesser, Mayor of the City of Manhattan Beach, California, on behalf of the City Council and the residents of Manhattan Beach, do hereby proclaim November 29, 2025, as

National Small Business Saturday

and urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

Dated this 4th day of November, 2025.

ATTEST:

City Clerk Liza Tamura

Mayor David Lesser

