



OFFICE OF THE MAYOR CITY OF DALY CITY

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For Immediate Release – November 24, 2021

Small Business Saturday & Choose Local San Mateo County App

Daly City, CA – At the City Council meeting on Monday, November 22, 2021, the City Council unanimously proclaimed November 27, 2021 as Small Business Saturday in Daly City. The City supports local businesses that create jobs, boost the local economy, and preserve communities. The overwhelming majority of businesses in Daly City are classified as small businesses, the majority of which are minority owned. Advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday. 97% of Small Business Saturday shoppers recognize the impact they can make by shopping small and 85% of them also encouraged friends and family to do so, too. And 56% of shoppers reportedly shopped online with a small business on Small Business Saturday in 2020. You can find the City’s Proclamation posted by the Small Business Saturday Coalition on <http://www.shopsmall.com/supporters> and attached to this press release.

This year, there is a new way to support local businesses by downloading the free “Choose Local San Mateo County” app to your smartphone. In March 2021, the County of San Mateo Board of Supervisors entered into an agreement with Colu to development of the app. The app includes up to \$250,000 in incentives for community members to shop local at businesses throughout the County. Daly City is one of ten areas in the County that is participating in this pilot program and nearly 350 businesses are participating in the app countywide. App users and businesses that wish to participate can learn more about the app on the County website: <https://www.smcgov.org/choose-local-san-mateo-county>

Locally owned businesses spend profits locally, purchase more goods from local suppliers, and employ local staff. The Choose Local San Mateo County app will help keep the local economy robust and dollars in the community.

“Supporting local businesses is more important than ever. The Choose Local app has created a network of participating cities in San Mateo County, and it helps us support one another during our recovery from the pandemic. Check out the app—it’s very easy to use and even provides rewards,” said Daly City Mayor Juslyn Manalo.

How Choose Local San Mateo County works:

The Choose Local app rewards San Mateo County community members with SMC Points when they shop, dine, and support local businesses. Daly City is a participating agency, and you can find locally owned and independent businesses in the Choose Local app. App users are rewarded with SMC Points (each SMC Point equals \$1) that can be redeemed at participating businesses. Shopping by app users

supports economic recovery for local businesses that are still struggling from the pandemic. There is no cost for businesses to participate in the app and the County funds the SMC Points program.

The app also highlights the stories of the diverse family, immigrant, women, veteran, disabled, LGBTQ+, business owners and their employees who offer unique alternatives to chain and online mega-stores.

Learn more and download the app at: <https://colu.com/chooselocalsmc/>

Press Contact: Stephen Stolte, stolte@dalycity.org

Proclamation

Small Business Saturday

November 27, 2021

- WHEREAS** City of Daly City celebrates our local small businesses and the contributions they make to our local economy and community. According to the United States Small Business Administration, there are 31.7 million small businesses in the United States, they represent 99.7% of firms with paid employees, and they are responsible for 65.1% of net new jobs created from 2000 to 2019; and
- WHEREAS**, small businesses employ 47.1% of the employees in the private sector in the United States, 88% of U.S. consumers feel a personal commitment to support small businesses in the wake of the pandemic, and 92% of small business owners have pivoted the way they do business to stay open during the pandemic; and
- WHEREAS**, 97% of Small Business Saturday shoppers recognize the impact they can make by shopping small, 85% of them also encouraged friends and family to do so, too; and
- WHEREAS**, 56% of shoppers reportedly shopped online with a small business on Small Business Saturday in 2020; and more than 50% of consumers who reported shopping small endorsed a local business on social media or shopped a local business because of a social media recommendation; and
- WHEREAS**, Daly City 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, I, Juslyn C. Manalo, Mayor, and members of the City Council, hereby proclaim **November 27, 2021 as Small Business Saturday**, in the City of Daly City 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.

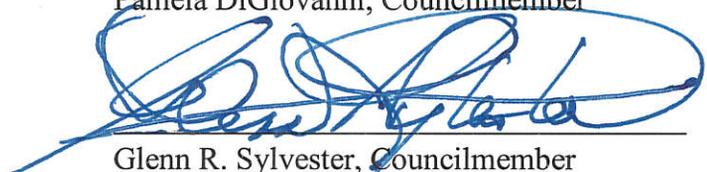
Signed and sealed by the Mayor and City Council of the City of Daly City this 18th day of November 2021.


Juslyn C. Manalo, Mayor


Roderick Daus-Magbual, Vice Mayor


Raymond A. Buenaventura, Councilmember


Pamela DiGiovanni, Councilmember


Glenn R. Sylvester, Councilmember

