

## PROCLAMATION

With local businesses across the state working to meet unprecedented challenges during the COVID-19 crisis, California for All Small Business Month is an important time to recognize their essential contributions to our state, and each do our part to help California's diverse small businesses recover and thrive.

California small businesses are critical drivers of economic growth and mobility – creating jobs, building wealth, innovating to solve global problems and enlivening main streets across our neighborhoods. Prior to the COVID-19 pandemic, 4.1 million small businesses operated in the state. These businesses employed 7.2 million people, or nearly half of the state's total workforce, and were key drivers of the California economy – the fifth largest in the world.

Many small businesses have faced financial hardship due to the pandemic – contending with closures, decreased revenues and difficulty accessing capital. Yet we continue to hear inspirational stories of businesses fighting to survive and thrive once again. California's small businesses are adapting to the new marketplace, integrating technology at higher rates than ever, developing creative ways to connect with clients digitally and repurposing to serve their communities with innovations that meet the moment. California remains committed to helping all of our diverse small businesses become more resilient and thrive.

During California for All Small Business Month, we are proud to launch the *Calling All Californians: Shop Safe Shop Local* campaign to lift up our small businesses, their employees and the neighborhoods they serve. Together, we can help our local small businesses succeed in this new marketplace – rallying Californians to safely spend locally and online, while amplifying resources to support small businesses and help all of our diverse neighborhoods thrive. Critically, amid the ongoing emergency, we must all do our part to keep small business employees, owners, and others safe by wearing face coverings when we go out, practicing safe shopping and following public health protocols.

Throughout the month of July, we celebrate the determined spirit, ability to adapt and resilience of small businesses as they work towards creating safe environments for their customers and workforce. We also recognize their leadership and innovation in helping our state respond to and recover from COVID-19. Above all, we commit to ensuring that the California Dream remains accessible to all.

**NOW THEREFORE I, GAVIN NEWSOM**, Governor of the State of California, do hereby proclaim July 2020, as “California for All Small Business Month.”

**IN WITNESS WHEREOF** I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 6<sup>th</sup> day of July 2020.

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GAVIN NEWSOM  
Governor of California

**ATTEST:**

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ALEX PADILLA  
Secretary of State