

Office of the Mayor



Proclamation

**SMALL BUSINESS SATURDAY
NOVEMBER 24, 2018**

WHEREAS, the city of Goodyear 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 currently 30.2 million small businesses in the United States, representing 99.7% of all businesses with employees and are responsible for 65.9% of net new jobs created from 2000 to 2017; and

WHEREAS, small businesses employ 47.5% of the employees in the private sector in the United States; and

WHEREAS, 90% of consumers in the United States say Small Business Saturday has had a positive impact on their community; and

WHEREAS, 89% of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

WHEREAS, 73% of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family; and

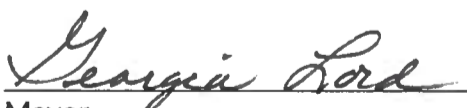
WHEREAS, the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses, was to support their community (64%); and

WHEREAS, Goodyear, Arizona supports our local businesses that create jobs, boost our local economy and preserve our communities; and

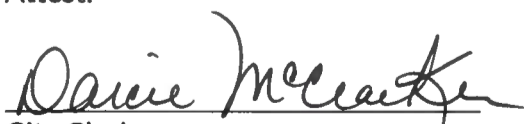
WHEREAS, advocacy groups as well as public and private organizations across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

NOW THEREFORE, BE IT RESOLVED, that I, Georgia Lord, Mayor of Goodyear, Arizona do proclaim November 24, 2018 as **SMALL BUSINESS SATURDAY**, and urge the residents of our community to support small businesses and merchants on Small Business Saturday and throughout the year.

Given under my hand in these free United States in the city of Goodyear, on the first of November, two thousand eighteen, and to which I have caused the Seal of the City of Goodyear to be affixed and have made this proclamation public.


Mayor

Attest:


City Clerk

