



# PROCLAMATION

HONORING  
SMALL BUSINESS SATURDAY  
November 24, 2018

**WHEREAS**, the City of Whittier celebrates local small businesses and the contributions they make to the local economy and community. The United States Small Business Administration reports there are 30.2 million small businesses in the United States which represent 99.7 percent of all businesses with employees in the United States and are responsible for 65.9 percent of net new jobs created from 2000-2017; and

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

**WHEREAS**, 90 percent of consumers in the United States report that Small Business Saturday has had a positive impact on their community; and

**WHEREAS**, 89 percent of consumers who are aware of Small Business Saturday said the day encourages them to "shop small" all year long; and

**WHEREAS**, 73 percent 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**, the City of Whittier supports local businesses that create jobs, boost the local economy and preserve our community; 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 PROCLAIMED** that I, Joe Vinatieri, Mayor of the City of Whittier, do hereby proclaim **November 24, 2018** as **SMALL BUSINESS SATURDAY** in the City of Whittier and urge the residents of our community, and communities across the country, to support small businesses and merchants on this day and throughout the year.

**PROCLAIMED** this 13<sup>th</sup> day of November, 2018.

Joe Vinatieri, Mayor