



Proclamation

WHEREAS, according to the U.S. Small Business Administration, there are 30.2 million small businesses in the United States, which represents 99.7 percent of all U.S. businesses with employees; and

WHEREAS, small businesses employ 47.5 percent of the employees in the U.S. private sector, and small businesses are responsible for 65.9 percent of the net new jobs created from 2000 to 2017; and

WHEREAS, since 2010, the Saturday after Thanksgiving has been known as “Small Business Saturday,” a day dedicated to supporting the diverse range of local businesses that help create jobs, boost the economy, and enhance neighborhoods throughout the country; and

WHEREAS, 90 percent of consumers in the United States say Small Business Saturday has a positive impact on their community, and 89 percent of consumers who are aware of Small Business Saturday say the day encourages them to “Shop Small” throughout the year; and

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

WHEREAS, for consumers aware of Small Business Saturday, supporting their community is the most reported reason (64 percent) to shop and dine at small, independently-owned businesses; and

WHEREAS, Small Business Saturday celebrates and supports our small businesses and the contributions they make to our local economy and diverse community,

NOW, THEREFORE, I, KIRK CALDWELL, Mayor of the City and County of Honolulu, do hereby proclaim November 24, 2018, to be

SMALL BUSINESS SATURDAY

to encourage our residents to support O‘ahu’s small businesses and merchants on Small Business Saturday and throughout the year, and to also thank local businesses for creating jobs, boosting our local economy, and helping to preserve our unique communities.



Done this 10th day of October, 2018,
in Honolulu, Hawai‘i.

A handwritten signature in black ink, appearing to read "Kirk Caldwell", is written over a horizontal line.

KIRK CALDWELL