



PROCLAMATION

- WHEREAS,** the city of Idaho Falls celebrates our local small businesses and the contributions they make to our local economy and community; and
- WHEREAS,** according to the Small Business Administration, there are currently 30.2 million small businesses in the United States representing 99.7% of all businesses, with employees, and 65.9% of the net new jobs created from 2000 to 2017; and
- WHEREAS,** small businesses employ 47.5%, nearly half 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 who were aware of the day to shop and dine at small, independently-owned businesses was to support their community (64%); and
- WHEREAS,** Idaho Falls supports its 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.

THEREFORE, I, REBECCA CASPER, MAYOR of Idaho Falls, Idaho do hereby proclaim 24 November 2018 as,

Small Business Saturday

and urge the residents of our community to join with other communities across the country in support of small businesses and merchants on Small Business Saturday and throughout the year.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of Idaho Falls to be affixed on this 22nd day of October, Two Thousand and Eighteen.

Rebecca L. Noah Casper, Mayor
City of Idaho Falls