

County of Maui

# Proclamation

WHEREAS, small businesses employ 48 percent of our nation's workforce in the private sector in the United States; and

WHEREAS, Small Business Saturday was created in 2010 in response to small business owners' most pressing need: more customers. Falling between Black Friday and Cyber Monday, it is a day that has since become a nationally celebrated event supported by elected officials and public and private organizations; and

WHEREAS, in 2017, the U.S. Senate unanimously passed a resolution recognizing November 25 as Small Business Saturday, supporting efforts to encourage consumers to shop locally, increase awareness of the value of locally owned small businesses and highlight these businesses' impact on the U.S. economy; and

WHEREAS, the County of Maui launched a campaign last year to promote businesses on Small Business Saturday, but also to encourages residents to buy local during the holidays rather than shopping online or at national mega retailers.

NOW THEREFORE, I, ALAN M. ARAKAWA, Mayor of the County of Maui, have the distinct honor of proclaiming November 24, 2018, as

## SMALL BUSINESS SATURDAY

throughout Maui County and urge all residents to "Shop Local" 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 County of Maui to be affixed hereto.

DONE at Wailuku, Maui, Hawai'i,  
on this 15<sup>th</sup> day of November, 2018.



ALAN M. ARAKAWA  
Mayor, County of Maui

