



PROCLAMATION

By the Mayor

WHEREAS, the City of Topeka celebrates 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 28.8 million small businesses in the United States, representing 99.7 percent of American employer firms, responsible for 63 percent of the net new jobs created over the past 20 years; and

WHEREAS, records show that since Small Business Saturday started, customers have spent an estimated total of \$85 billion at independent retailers and restaurants; and

WHEREAS, our City continues to embrace the momentum experienced by our small businesses; and

WHEREAS, citizens of Topeka are encouraged to support local businesses for these reasons:

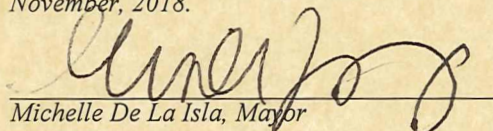
- *Shopping locally supports our community members and their livelihood, creating a stronger Topeka.*
- *The more support small businesses receive allows them and their employees to also shop locally, creating a network of patronage.*
- *Small business owners strive for excellent customer service, learning about their clients, and tailoring their businesses to suit the needs of local shoppers.*
- *Independent businesses build robust communities by making more local purchases.*
- *Supporting small business contributes to the local community's unique identity and being involved locally.*
- *Small businesses are the product of the business owner's entrepreneurial spirit*
- *One-of-a-kind and locally made products can attract customers to a community, bolstering tourism and contributing to the local culture.*

WHEREAS, public and private organizations across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday; and

NOW, THEREFORE, I, Michelle De La Isla, Mayor of the City of Topeka, Kansas, do hereby proclaim November 24th, 2018, as

Small Business Saturday

IN WITNESS WHEREOF, I, Michelle De La Isla, Mayor of the City of Topeka, Kansas, do hereby affix my official signature and the Official Seal of the City of Topeka, Kansas, on this 20th day of November, 2018.


Michelle De La Isla, Mayor