



SHAKER HEIGHTS

OFFICE OF THE MAYOR

PROCLAMATION

*By virtue of the authority vested in me as Mayor of the City of Shaker Heights,
I do hereby proclaim Saturday, November 24, 2018 as*

SMALL BUSINESS SATURDAY



WHEREAS, the City of Shaker Heights celebrates and supports our local small businesses and the contributions they make that create jobs, boost our local economy and preserve our community;

WHEREAS, small businesses employ 47.5 percent 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

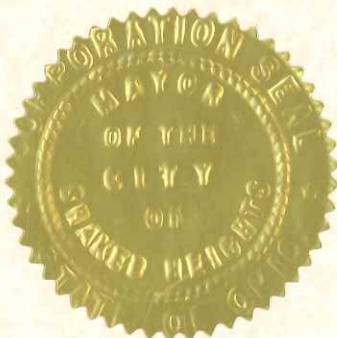
WHEREAS, 73% of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family; and

WHEREAS, the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community (64%); and

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

WHEREAS, the City of Shaker Heights urges the residents of our community to support 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 Shaker Heights to be affixed this 24th day of November in the year two thousand eighteen.



DAVID E. WEISS

Mayor