

Borough of West Chester



Office of the Mayor

Dianne Herrin

Proclamation

Small Business Saturday

November 24, 2018

Whereas: The Borough of West Chester, Pennsylvania, celebrates our local small businesses and the contributions small business owners make to our local economy and community. According to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States representing 99.7% of all businesses with employees in the United States. They are responsible for 65.9% of net new jobs created between 2000 to 2017; and

Whereas: Small businesses employ 47.5% 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 popular reason for consumers to shop and dine at small, independently-owned businesses was to support their community (64%); and

Whereas: West Chester, Pennsylvania, supports our 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.

NOW, THEREFORE, BE IT RESOLVED, I, Dianne Herrin, Mayor of the Borough of West Chester, do hereby proclaim November 24, 2018, as Small Business Saturday and urge residents of our community, and communities across the country, to support small businesses and merchants not only on Small Business Saturday but throughout the year.



In Witness Whereof, I have hereunto set my hand and caused the Seal of the Office of Mayor to be affixed on the 1st of November 2018.

*Dianne Herrin, Mayor
Borough of West Chester, Pennsylvania*