



# C I T Y O F N O R W A L K

## Proclamation

**WHEREAS**, the City of Norwalk celebrates our local small businesses and the contributions they make to the local economy and community. According to the United States Small Business Administration, 30.2 million small businesses in the United States represent 99.7% of all businesses with employees in the United States and are responsible for 65.9% of new jobs created over the past 17 years; and

**WHEREAS**, small businesses employ 48% of the employees in the private sector in the United States; and

**WHEREAS**, 90% of all consumers believe that supporting small, independently-owned restaurants is important; and

**WHEREAS**, 70% of all consumers are aware of Small Business Saturday; and

**WHEREAS**, 64% of all consumers plan to go to one or more small businesses as part of their holiday shopping; and

**WHEREAS**, the City of Norwalk supports local businesses that create jobs, boost our local economy, preserve our neighborhoods and, through their personal service, keep our community connected; 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, I**, Jennifer Perez, Mayor of the City of Norwalk, on behalf of Vice Mayor Margarita L. Rios, and fellow Council Members Tony Ayala, Leonard Shryock and Luigi Vernola do hereby proclaim, November 24, 2018, as:

### **SMALL BUSINESS SATURDAY**

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

**Dated**, this 20<sup>th</sup> day of November, 2018.

  
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Jennifer Perez, Mayor

