



## PROCLAMATION

**WHEREAS**, Small Business Saturday is a day dedicated to supporting small businesses in communities across the country, including ours! Small Business Saturday was founded by American Express in 2010 and is celebrated each year on the Saturday after Thanksgiving; and

**WHEREAS**, according to the U.S. Small Business Administration, there are currently 30.2 million small businesses in the United States; they represent 99.7 percent of all businesses with employees in the United States and are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

**WHEREAS**, 90 percent of consumers report that Small Business Saturday has had a positive impact on their community, and most of those who are aware of Small Business Saturday said the day encourages them to shop small all year long; and

**WHEREAS**, 73 percent of consumers who reported shopping small at independently owned retailers and restaurants on Small Business Saturday did so with friends or family; and

**WHEREAS**, the City of Palm Coast, Florida, is a "Be Local Buy Local" kind of community, where we celebrate small businesses and the contributions they make to our local economy and community; and

**WHEREAS**, when our Palm Coast community shops locally, businesses thrive, jobs are created and a portion of the sales taxes generated is returned to us for amenities and projects we cherish such as the Palm Coast Community Center and Holland Park renovations, road repaving and street lights; and

**WHEREAS**, if every resident of Palm Coast spends \$25 at a local business on Small Business Saturday on November 24<sup>th</sup>, it would infuse \$1.462 million into our local economy!

**Now, Therefore, Be It Proclaimed** THAT THE PALM COAST MAYOR AND CITY COUNCIL DO HEREBY DECLARE NOVEMBER 24, 2018 AS

### "Small Business Saturday"

And urge all Palm Coast residents to support the small businesses you love with the people you love on Small Business Saturday on November 24<sup>th</sup> and throughout the year.

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

CITY OF PALM COAST, FLORIDA

Milissa Holland, Mayor

Witnessed by:

Virginia A. Smith, City Clerk

