

Proclamation

SMALL BUSINESS SATURDAY NOVEMBER 30, 2019

- WHEREAS, the City of Apache Junction, Arizona celebrates our local small businesses and the contributions they 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, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and
- WHEREAS, small businesses employ 47.5 percent of the employees in the private sector in the United States; and
- WHEREAS, 94 percent of all consumers in the United States say Small Business Saturday has had a positive impact on their community; and
- WHEREAS, 96 percent of consumers who plan to shop on Small Business Saturday said the day inspires them to go to small, independently-owned retailers or restaurants that they have not been to before, or would not have otherwise tried; and
- WHEREAS, 92 percent of companies planning promotions on Small Business Saturday said they day helps their business stand out during the busy holiday shopping season; and
- WHEREAS, 59 percent of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and
- WHEREAS, the City of Apache Junction, Arizona 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, I, Jeff Serdy, Mayor of the City of Apache Junction, Arizona, do hereby proclaim November 30, 2019 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.

Signed and attested to this 31st day of October, 2019.



JEFF SERDY
Mayor

ATTEST:



JENNIFER PENA
City Clerk

