

City of Lakewood Proclamation

PROCLAIMING SMALL BUSINESS SATURDAY November 30, 2019

WHEREAS, the City of Lakewood celebrates our local small businesses and the contributions they make to our local economy and community in creating jobs, boosting our local economy and preserving our neighborhoods; and

WHEREAS, according to the U.S. Small Business Administration, there are 30.2 million small businesses in the United States, they represent 99.7 percent of American employers, and they create nearly 66 percent of net new jobs created from 2000 to 2017; and

WHEREAS, 96 percent of consumers plan to shop on Small Business Saturday, saying 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 the day helps their business stand out during the busy holiday shopping season and 59 percent of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

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

NOW, THEREFORE, I, Todd Rogers, Mayor of Lakewood, on behalf of the City Council and the community, do hereby proclaim November 30, 2019 to be "Small Business Saturday" in the City of Lakewood and encourage the residents of our community and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.



**TODD ROGERS
MAYOR**

