

# City of Council Bluffs Iowa

## Office of the Mayor

### Proclamation

- WHEREAS,** the City of Council Bluffs, Iowa 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 2,000 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 consumers in the United States value the contributions small businesses make in 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 the 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,** Council Bluffs, Iowa supports our local businesses that create jobs, boost our local economy and preserve our community; 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,**

**Matthew J. Walsh, Mayor  
of the  
City of Council Bluffs, Iowa  
do hereby proclaim**

**November 30, 2019**

As

### **SMALL BUSINESS SATURDAY**

in the City of Council Bluffs, Iowa 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.



**IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the City of Council Bluffs, Iowa to be affixed this 18th day of November, in the year Two Thousand Nineteen.**

  
Matthew J. Walsh, Mayor