



PROCLAMATION

- WHEREAS, the city of Idaho Falls celebrates local small businesses and the contributions they make to our local economy and community; and
- WHEREAS, according to the Small Business Administration, there are currently 30.7 million small businesses in the United States representing 99.7% of all businesses with paid employees; and
- WHEREAS, small businesses employ 47.3% of the employees in the private sector in the United States, and are responsible for 64.9% of the net new jobs created from 2000 to 2018; and
- WHEREAS, 94% of consumers in the United States value the contributions small businesses make in their communities; and
- WHEREAS, 96% of consumers who plan to shop on Small Business Saturday say 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% of companies planning promotions on Small Business Saturday say the day helps their business stand out during the busy holiday shopping season; and
- WHEREAS, 59% of small business owners say Small Business Saturday contributes significantly to their holiday sales each year; and
- WHEREAS, Idaho Falls strongly supports 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.

THEREFORE, I, REBECCA CASPER, MAYOR of Idaho Falls, Idaho do hereby proclaim 30 November 2019 as,

Small Business Saturday

in Idaho Falls and encourage residents of our community to join with others across the country in support of local small businesses and merchants on Small Business Saturday and throughout the year.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of Idaho Falls to be affixed on this 11th day of October, Two Thousand and Nineteen.

Rebecca L. Noah Casper, Mayor
City of Idaho Falls