

Jefferson Parish

PROCLAMATION

WHEREAS, the government of Jefferson Parish, Louisiana, celebrates our local small businesses and the contributions they make to our local economy and community; and

WHEREAS, according to the United States Small Business Administration, there are currently 30.7 million small businesses in the United States; and

WHEREAS, they represent more than 99.7 percent of all firms with paid employees in the United States; and

WHEREAS, they are responsible for 64.9 percent of net new jobs created from 2000 to 2018; 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 stated 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, Jefferson Parish, Louisiana, 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, MICHAEL S. YENNI, PRESIDENT OF JEFFERSON PARISH, do hereby proclaim Saturday, 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.

GIVEN UNDER MY HAND AND THE SEAL OF JEFFERSON PARISH THIS 19th DAY OF NOVEMBER, 2019

Michael S. Yenni

**MICHAEL S. YENNI
PRESIDENT**

