



# City of Minnetonka Proclamation

## Small Business Saturday Nov. 30, 2019

WHEREAS, the City of Minnetonka, Minnesota, 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 30.7 million small businesses in the United States representing 99.7% of all firms with paid employees in the United States and are responsible for 64.9% of net new jobs created from 2000 to 2018; and

WHEREAS, small businesses employ 47.3% of the employees in the private sector in the United States; and

WHEREAS, 94% of consumers in the United States value the contributions small businesses make in their community; and

WHEREAS, 96% 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% of companies planning promotions on Small Business Saturday said the day helps their businesses stand out during the busy holiday shopping season; and

WHEREAS, 59% of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

WHEREAS, Minnetonka, Minnesota 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, Brad Wiersum, Mayor of Minnetonka 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.**

Brad Wiersum, Mayor

Oct. 28, 2019