

THE CITY OF ROME, NEW YORK

Proclamation

WHEREAS; the government of Rome, New York, 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 2000 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 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; 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, Jacqueline M. Izzo., by the power vested in me as Mayor of the City of Rome, do hereby proclaim and declare the thirtieth day of November as:

“Small Business Saturday”

IN WITNESS THEREOF, I have set my hand and caused the official seal of the City of Rome to be affixed this thirtieth day of November 2019.



A handwritten signature in black ink, appearing to read "Jacqueline M. Izzo", is written over a horizontal dashed line.

Jacqueline M. Izzo
Mayor, City of Rome