



Office of the Mayor



# roclamation

**Whereas** the City of White Plains, New York, celebrates our local small businesses and the contribution 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, they represent more than 99.7 percent of all businesses with employees in the United States, are responsible for 64.9 percent of net new jobs created from 2000 to 2018; and

**Whereas,** small businesses employ over 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 visited before or would not have otherwise tried; and

**Whereas,** 92% of companies planning promotions on Small Business Saturday said the day helps their business stand out during the holiday shopping season; and

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

**Whereas,** White Plains, New York supports our local businesses which create jobs, boost our local economy and preserve our neighborhoods; 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, Thomas M. Roach, Mayor of the City of White Plains, New York do hereby proclaim November 30, 2019 as

## SMALL BUSINESS SATURDAY

in the City of White Plains; 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 Seal this 30<sup>th</sup> Day of November, 2019

Thomas M. Roach, Mayor

