



## *Proclamation*

### *To The People of Akron:*

*Whereas:* The City of Akron, Ohio, 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 30.7 million small businesses in the United States; they represent 99.7 percent of all businesses with employees in the United States and are responsible for 64.9 percent of net new jobs created from 2000 to 2018; and

*Whereas:* Small businesses employ 47.3 percent of the employees in the private sector in the United States. 94% of consumers in the United States value the contributions small businesses make in their communities; and

*Whereas:* 96% of consumers who reportedly shopped small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family. The most reported reason consumers gave for why they shop and dine at small, independently-owned businesses was to support their community; and

*Whereas:* 92% of companies planning promotions on Small Business Saturday said the day helps their business stand out during the busy holiday shopping season. 59% of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

*Whereas:* The City of Akron, Ohio, 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, Daniel Horrigan, Mayor of the City of Akron, Ohio, do hereby proclaim Saturday, November 30, 2019, as:

### **“SMALL BUSINESS SATURDAY”**

in the City of Akron 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.

*In Witness Whereof:* I have hereunto set my hand and caused the Seal of the City of Akron to be affixed hereto this 7<sup>th</sup> day of November, 2019.

*Mayor  
City of Akron*