

COUNTY OF



ALLEGHENY

RICH FITZGERALD  
COUNTY EXECUTIVE

## Proclamation

*WHEREAS, for the tenth year, advocacy groups as well as private and public organizations across the country are designating the Saturday after Thanksgiving as Small Business Saturday; the holiday shopping event, which this year is on November 30, celebrates and supports small businesses and all they do for our communities; and*

*WHEREAS, small businesses play a significant role in the success of our economy; according to the U.S. Small Business Administration, there are 30.7 million small businesses nationally; they represent 99.7% of all businesses with employees in the U.S. and were responsible for 64.9% of net new jobs created from 2000 to 2018; in Pennsylvania alone, there are one million small businesses which employ 2.5 million people; and*

*WHEREAS, Small Business Saturday was created in 2010 by American Express to help small businesses gain additional exposure and to change the way customers shop locally during the holiday season; the movement soon gained momentum as the U.S. Senate unanimously passed a resolution supporting the day, and officials in all 50 states participated; and*

*WHEREAS, the effort has been hugely successful; customers have spent an estimated total of \$85 billion at independent retailers and restaurants on Small Business Saturday – or almost \$11 billion annually since the event began; additionally, 90% of customers surveyed said Small Business Saturday has had a positive impact on their communities; and*

*WHEREAS, we celebrate and thank our local small businesses for their many important contributions to this region, including creating jobs, boosting our economy, and helping to preserve the unique character of our neighborhoods; we therefore urge our residents to support those businesses on Small Business Saturday and throughout the year.*

**NOW, THEREFORE, BE IT RESOLVED** that I, County Executive Rich Fitzgerald, by virtue of the authority vested in me, do hereby proclaim November 30, 2019 as “Small Business Saturday” in Allegheny County.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused the Seal of the County of Allegheny to be affixed this 30<sup>th</sup> day of November, 2019.

*Rich Fitzgerald*

RICH FITZGERALD