



Proclamation

WHEREAS, City of Altoona 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% 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% of the employees in the private sector in the United States; and

WHEREAS, 94% of consumers in the United States say Small Business Saturday has had a positive impact on their communities; and

WHEREAS, 96% of consumers who plan to shop small on Small Business Saturday® said the day inspires them to shop at small, independently-owned retailers or restaurants that they have not been to before, or 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 busy holiday shopping season, and 59% said the day contributes significantly to their holiday sales; and

WHEREAS, Altoona, Pennsylvania supports our local businesses that 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, Matthew Pacifico, Mayor of the City of Altoona, Pennsylvania, do hereby proclaim, Saturday November 30, 2019, as:

" Small Business Saturday "

in the City of Altoona, 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 Hereby Set My Hand and Present the Seal of the City of Altoona, Affixed on This 25th Day of October in the Year of Our Lord, 2019.


Matthew Pacifico, Mayor



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