

PROCLAMATION

Small businesses are the backbone of the economy in the City of Philadelphia. Our City flourishes due to the imagination, creativity, and entrepreneurial spirit of our small business owners who provide employment and necessary goods and services for all Philadelphians. Our small business owners add much to the vibrancy of the many business corridors throughout our City. These entrepreneurs help create and shape the identity of our many neighborhoods that make Philadelphia so unique. With the holiday season approaching, the City of Philadelphia commends all of our small business owners and greatly encourages our residents to patronize them and add to our shared economic growth and prosperity.

Small Business Saturday was created in 2010 to take place after Thanksgiving Day and “Black Friday” to promote shopping at small businesses across the country. The annual day recognizes the critical importance of small businesses to our country’s economy. According to the United States Small Business Administration, there are currently 30.7 million small businesses in the United States representing over 99.7% of all businesses with employees in our country. These businesses are responsible for an approximate 64.9% of net new jobs created since 2000. Small businesses also employ 47.3% of all workers in the private sector in the United States.

These owners live locally and support all aspects of our City. They often personally know and develop strong relationships with their customers and support many community initiatives. America’s consumer population widely acknowledges the importance of supporting local small businesses in their communities. An estimated 59% of small business owners report that the holiday contributes significantly to their holiday sales each year.

On Saturday, November 30, 2019, the 10th annual *Small Business Saturday* will take place to encourage shoppers to support local merchants and independently-owned businesses.

THEREFORE...

I, James F. Kenney, Mayor of the City of Philadelphia, do hereby proclaim Saturday, November 30, 2019 to be

SMALL BUSINESS SATURDAY

in Philadelphia, and urge all residents to support small businesses and local, independent merchants throughout the year and recognize the many important contributions they make to our City, as well as demonstrate commitment, create goodwill, and preserve the unique culture of the communities we live in.


James F. Kenney
Mayor

Given under my hand and the seal of the City of Philadelphia on this thirtieth day of November, two thousand and nineteen

