

OFFICE OF THE MAYOR/CITY OF DALLAS



Proclamation

WHEREAS, the City of Dallas celebrates our local small businesses and the contributions they make to our local economy and community; and

WHEREAS, small businesses employ 47.3 percent 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 been to 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 busy holiday shopping season; and

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

WHEREAS, the City of Dallas 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, ERIC JOHNSON, Mayor of the City of Dallas, do hereby proclaim today, November 30, 2019, as

SMALL BUSINESS SATURDAY

in Dallas, TX.

A handwritten signature in black ink, appearing to read 'E. Johnson', written over a horizontal line.

Mayor, The City of Dallas

