

Proclamation

Small Business Saturday in Provo

November 30, 2019

WHEREAS, Provo City 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 30.2 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

WHEREAS, small businesses employ 47.5 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, Provo supports our local businesses that create jobs, boost our local economy and preserve our communities.

NOW, THEREFORE, I, Michelle Kaufusi, Mayor of the City of Provo, do hereby proclaim November 30, 2019 as

Small Business Saturday

and urge the residents of our community to support small businesses and merchants on Small Business Saturday and throughout the year.

In Witness Whereof, I Hereby Set My Hand and Affix the Official Seal of the City of Provo, Utah, this 19th Day of November, 2019.


Michelle Kaufusi, Mayor