

Office of the Mayor



Proclamation

**SMALL BUSINESS SATURDAY  
NOVEMBER 30, 2019**

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

**WHEREAS**, according to the United States Small Business Administration, there are 30.7 million small businesses in the United States, they represent 99.7% of all firms with paid employees in the United States, are responsible for 64.9% 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 value the contributions small businesses make in their community; and

**WHEREAS**, 96% of consumers who are aware of 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

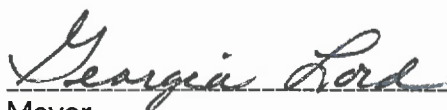
**WHEREAS**, 59% of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

**WHEREAS**, Goodyear, Arizona 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, BE IT RESOLVED**, that I, Georgia Lord, Mayor of Goodyear, Arizona do 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.

Given under my hand in these free United States in the City of Goodyear, on the twenty-first day of November, two thousand nineteen, and to which I have caused the Seal of the City of Goodyear to be affixed and have made this proclamation public.

  
\_\_\_\_\_  
Mayor

Attest:

  
\_\_\_\_\_  
City Clerk

