



PROCLAMATION

HONORING SMALL BUSINESS SATURDAY November 30, 2019

WHEREAS, the City of Whittier celebrates local small businesses and the contributions they make to the local economy and community. The United States Small Business Administration reports there are 30.7 million small businesses in the United States which represent 99.7 percent 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 over 47.3 percent of the employees in the private sector in the United States; and

WHEREAS, 94 percent of consumers in the United States value the contributions small businesses make in their community; and

WHEREAS, 96 percent 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 percent 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 percent of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

WHEREAS, the City of Whittier 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 PROCLAIMED that I, Joe Vinatieri, Mayor of the City of Whittier, do hereby proclaim **November 30, 2019** as **SMALL BUSINESS SATURDAY** in the City of Whittier and urge the residents of our community, and communities across the country, to support small businesses and merchants on this day and throughout the year.

PROCLAIMED this 30th day of November, 2019.



Joe Vinatieri, Mayor