



The Town of West Hartford

Proclamation

WHEREAS, the Town of West Hartford supports and celebrates our local **small businesses** that create jobs, boost our local economy and preserve our neighborhoods; and

WHEREAS, **small businesses** employ 47.5% of the employees in the private sector in the United States; and

WHEREAS, 90% of consumers in the United States say **Small Business Saturday** has had a positive impact on their community; and

WHEREAS, 89% of consumers who are aware of **Small Business Saturday** said the day encourages them to **Shop Small** all year long; and

WHEREAS, 73% of consumers who reportedly **Shopped Small** at independently-owned retailers and restaurants on **Small Business Saturday** did so with friends or family; and

WHEREAS, the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community (64%); 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 on behalf of the Town Council and the residents of West Hartford, I, Mayor Shari G. Cantor, do recognize and hereby proclaim **December 7, 2019** as **SMALL BUSINESS SATURDAY** and urge the residents of our community, and communities across the country, to support small businesses and merchants on **Small Business Saturday** and throughout the year.

December 7, 2019


Shari G. Cantor, Mayor