



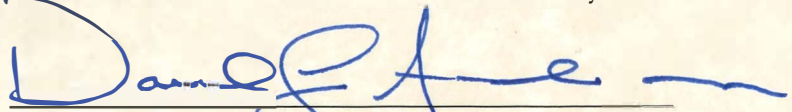
State of Michigan, United States of America

Proclamation

Small Business Saturday – City of Kalamazoo November 30th, 2019

- WHEREAS,** the City of Kalamazoo, Michigan, 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 30.7 million small businesses in the United States, they represent 99.7 percent of all firms with paid employees, and are responsible for 64.9 percent of net new jobs created from 2000 to 2018; and,
- WHEREAS,** small businesses employ 47.3 percent of 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 Kalamazoo, Michigan, 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, ON BEHALF OF THE 53rd CITY COMMISSION, I, DAVID F. ANDERSON, MAYOR OF THE CITY OF KALAMAZOO do hereby proclaim November 30th, 2019 to be Small Business Saturday in Kalamazoo and encourage residents of our community to join me in recognizing and supporting the positive impact local businesses and merchants make in our community.



David F. Anderson
Mayor

