

# Proclamation

*WHEREAS, the city of Minneapolis, Minnesota, celebrates and encourages 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 percent of all firms with paid 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 47.3 percent of the employees in the private sector in the United States; 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, between 2014 and 2019, the number of women-owned businesses climbed 21% to a total of nearly 13 million, with African American women-owned businesses outpacing all others in the creation of startups; and*

*WHEREAS, the City of Minneapolis 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, I, JACOB FREY, Mayor of Minneapolis, do hereby proclaim November 30, 2019 as:*

## SMALL BUSINESS SATURDAY IN THE CITY OF MINNEAPOLIS

*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.*



**Mayor of Minneapolis**