



Proclamation

WHEREAS, the Town of Amherst, New York celebrates our local small businesses and the contributions they make to our local economy and community; and

WHEREAS, 70% of adult U.S. consumers are aware of Small Business Saturday; and

WHEREAS, 42% of consumers who reportedly shopped small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family, and 83% reported encouraging others to also shop or dine small; and

WHEREAS, Among consumers who said they participated on the day, 41% reported that they shopped small online on Small Business Saturday; and

WHEREAS, Among companies that were planning promotions on Small Business Saturday, 92% said the day helps their business stand out during the busy holiday shopping season; and

RESOLVED the Amherst Town Board does hereby proclaim, **November 30, 2019**, as:

SMALL BUSINESS SATURDAY

AND urges the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

Brian Kulpa, Supervisor

Francina J. Spoth, Deputy Supervisor