

CITY OF YAKIMA PROCLAMATION

WHEREAS, the City of Yakima celebrates our local small businesses and the contributions they make to our local economy and community; and

WHEREAS, according to the U.S. Small Business Administration, there are currently 30.2 million small businesses in the United States and they represent 99.7 percent of all businesses with employees in the United States; and

WHEREAS, 94% of consumers in the United States value the contributions small businesses make in their community; 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, the City of Yakima 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, Kathy Coffey, Mayor of the City of Yakima and on behalf of the Yakima City Council, do hereby proclaim Saturday, November 30, 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.

Dated this 19th day of November, 2019



Kathy Coffey, Mayor

