



PROCLAMATION

- WHEREAS,** according to the U.S. Small Business Administration, there are currently 30.7 million small businesses in the United States. They represent 99.7% of all businesses with paid employees in the United States and employ 47.3% of the employees in the private sector; and
- WHEREAS,** 94% of U.S consumers value the contributions small businesses make in their community, and 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 59% of small business owners said the day contributes significantly to their holiday sales each year; and
- WHEREAS,** the City of West Allis supports its local businesses that create jobs, boost the local economy, and preserve our community; and
- WHEREAS,** advocacy groups, as well as public and private organizations across the country, have endorsed the Saturday after Thanksgiving as Small Business Saturday; and
- WHEREAS,** working with Downtown West Allis, the City will honor small business receipts from November 1-30. Those who spend more than \$10 at a non-franchise, locally-owned West Allis business during that time receive entry tickets for a chance to win prizes donated by small businesses in West Allis.

NOW, THEREFORE, may it be known that I, Dan Devine, Mayor of the City of West Allis, State of Wisconsin, do hereby proclaim

November 30, 2019
“SMALL BUSINESS SATURDAY”

I encourage all West Allis residents to support small businesses and merchants in our community on Small Business Saturday and throughout the year.



Dan Devine
Mayor of West Allis