

PROCLAMATION

HONORING SMALL BUSINESS SATURDAY

WHEREAS, the City of De Pere, Wisconsin, celebrates 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 31.7 million small businesses in the United States; representing 99.7 percent of firms with paid employees and responsible for 65.1 percent of net new jobs created from 2000 to 2019; and

WHEREAS, small businesses employ 47 percent of the employees in the private sector in the United States; in the wake of the pandemic, 88 percent of U.S. consumers felt a personal commitment to support small business and 92 percent of small business owners have pivoted the way they do business to stay open during the pandemic; and

WHEREAS, 97 percent of Small Business Saturday shoppers recognize the impact they can make by shopping small and 85 percent of them also encourage friends and family to do so, too; and

WHEREAS, 56 percent of shoppers reported they shopped online with a small business on Small Business Saturday in 2020; and more than 50 percent of consumers who reported shopping small endorsed a local business on social media or shopped at a local business because of a social media recommendation; and

WHEREAS, the City of De Pere 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 BE IT RESOLVED, by virtue of the authority vested in me as Mayor of the City of De Pere, Wisconsin, I, James G. Boyd, do hereby proclaim, November 27, 2021 as:

SMALL BUSINESS SATURDAY

AND, urge the residents of our community, and communities across the county, to support small businesses and merchants not only on Small Business Saturday but throughout the year as well.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Seal of the City of De Pere, Wisconsin, this 24th day of November, 2021.

CITY OF DE PERE, WISCONSIN


James G. Boyd, Mayor