



CITY OF ROCHESTER

OFFICE OF THE MAYOR

# *Proclamation*

**WHEREAS:** *The City of Rochester, New York celebrates its local small businesses and the contributions they make to our local economy and community; according to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States. They represent 99.7 percent of all businesses with employees in the United States, and are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and*

**WHEREAS:** *Small businesses employ approximately 47.5 percent of the employees in the private sector in the United States; 90 percent of consumers in the United States say that Small Business Saturday has had a positive impact on their community by supplying jobs and generating tax revenue; and*

**Whereas:** *Of those who are aware of Small Business Saturday, 89 percent said the day encourages them to Shop Small all year long; 73 percent of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family. The most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community (64%); and*

**WHEREAS:** *There are approximately 5,160 small businesses in the City of Rochester with a total of about 42,000 workers. The majority of these small businesses, about 4,700, have 20 or fewer employees, yet they hire more than half of all these workers (Source: ESRI Business Analyst, 2017); The entrepreneurial spirit is alive and well in Rochester, NY; and*

**WHEREAS:** *The City of Rochester supports its local small businesses and their efforts to create jobs, boost our local economy and preserve our neighborhoods; the City promotes such initiatives as Rochester's ShopTheROC, Kiva Rochester crowdfunding, the Office of Community Wealth Building, as well as information workshops for business loans, grants and other assistance from the City – and endorses the Saturday after Thanksgiving as Small Business Saturday.*

*NOW, THEREFORE, I, Lovely A. Warren, Mayor of the City of Rochester, New York, do hereby proclaim November 24, 2018 to be:*

## **SMALL BUSINESS SATURDAY**

*In Witness Whereof, I Have hereunto set my hand on this 24<sup>th</sup> day of November in the year 2018.*

**Signed:**

A handwritten signature in blue ink that reads 'Lovely A. Warren'. The signature is written in a cursive style.

**Mayor, Rochester, New York**