City of Council Bluffs Iowa

Office of the Mayor

Proclamation

WHEREAS, the City of Council Bluffs, Iowa celebrates our 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, are responsible for 65.9 percent of net new jobs created from 2,000 to 2017; and

WHEREAS, small businesses employ 47.5 percent of the employees in the private sector in the United States; and

WHEREAS, 90 percent of consumers in the United States say Small Business Saturday has had a positive impact on their community; and

WHEREAS, 89 percent of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

WHEREAS, 73 percent of consumers who reportedly Shopped Small at independently owned retailers and restaurants on Small Business Saturday did so with friends and/or family; and

WHEREAS, the most reported reason for consumers aware of the day to shop and dine at small, independently owned businesses, 64 percent, was to support their community; and

WHEREAS, Council Bluffs, Iowa supports our local businesses that create jobs, boost our 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.

NOW, THEREFORE, I,

Matthew J. Walsh, Mayor
of the
City of Council Bluffs, Iowa
do hereby proclaim

November 24, 2018

As

SMALL BUSINESS SATURDAY

in the City of Council Bluffs, Iowa 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.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the City of Council Bluffs, Iowa to be affixed this 5th day of November, in the year Two Thousand Eighteen.

Matthew J. Walsh, Mayor