

**PROCLAMATION
SMALL BUSINESS SATURDAY TO SATURDAY
NOVEMBER 27 – DECEMBER 4, 2021**

WHEREAS, The City of Troy 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 30.7 million small businesses in the United States, representing more than 99.7% of all firms with paid employees in the United States, responsible for 64.9% of net new jobs created from 2000 to 2019; and

WHEREAS, Small businesses employ 47.1% of the employees in the private sector in the United States, 88% of U.S. consumers feel a personal commitment to support small businesses in the wake of the pandemic, and 92% of small business owners have pivoted the way they do business to stay open during the pandemic; and

WHEREAS, 97% of consumers who shopped on **Small Business Saturday®** agree that shopping at small, independently-owned businesses supports their commitment to making purchases that have a positive social, economic, and environmental impact and 97% of consumers who shopped on **Small Business Saturday** agree that small businesses are essential to their community by supplying jobs and generating tax revenue; and

WHEREAS, 56% of shoppers reported they shopped online with a small business on Small Business Saturday in 2020; and more than 50% 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 Troy and the Troy Chamber of Commerce support our local businesses that create jobs, boost our local economy, preserve our neighborhoods, and are critical to the overall health of the United States; 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, Oakland County is advocating that we champion **Small Business Saturday to Saturday** sponsoring local business participation within our community;

NOW, THEREFORE BE IT RESOLVED, that the City of Troy City Council hereby proclaims **Saturday, November 27 to Saturday, December 4, 2021** as **Small Business Saturday to Saturday in Troy, Michigan**; and

BE IT FURTHER RESOLVED, That the City of Troy and the Troy Chamber of Commerce urge the residents of our community, and communities across the country, to support small businesses and merchants on **Small Business Saturday to Saturday** and throughout the year.

Presented this 22nd day of November 2021.