

A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN, OKLAHOMA, PROCLAIMING SATURDAY, NOVEMBER 28, 2020, AS SMALL BUSINESS SATURDAY IN THE CITY OF NORMAN.

- § 1. WHEREAS, the City of Norman, Oklahoma, celebrates our local small businesses and the contribution they make to our local economy and community; and
- § 2. WHEREAS, according to the United States Small Business Administration, there are currently 31.7 million small businesses, they represent 99.9 percent of all firms with paid employees in the United States, are responsible for 65.1 percent of the net new jobs created over from 2000-2019; and
- § 3. WHEREAS, small businesses employ 47.1 percent of the employees in the private sector in the United States, 62 percent of U.S. small businesses reported that they need to see consumer spending return to pre-COVID levels by the end of 2020 in order to stay in business, 65 percent of U.S. small business owners said it would be most helpful to their business to have their “regulars” return and start making purchases again, and three-quarters of U.S. consumers are currently looking for ways to Shop Small® and support their community; and
- § 4. WHEREAS, 96 percent 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 percent of consumers who shopped on Small Business Saturday® agree that small businesses are essential to their community; and
- § 5. WHEREAS, 95 percent of consumers who shopped on Small Business Saturday® reported the day makes them want to shop or eat at small, independently-owned businesses all year long, not just during the holiday season; and
- § 6. WHEREAS, the City of Norman supports local businesses that create jobs, boost our local economy and preserve our communities; and
- § 7. 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, BREEA CLARK, MAYOR OF THE CITY OF NORMAN, OKLAHOMA:

- § 8. Do hereby proclaim Saturday, November 28, 2020, as Small Business Saturday in the City of Norman, Oklahoma, and encourage the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

PASSED AND APPROVED this 24h day of November, 2020.

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Mayor

ATTEST:

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City Clerk

