



Proclamation

of the Livingston City Commission

Recognizing Small Business Saturday in Livingston

WHEREAS, the City of Livingston celebrates our local small businesses and the contributions they make to our local economy by creating jobs, and preserving our community; and

WHEREAS, according to the United States Small Business Administration, there are currently 31.7 million small businesses in the United States representing 99.7 percent of all businesses with employees in the United States, who are responsible for 65.9 percent of net new jobs created from 2000 to 2020; and

WHEREAS 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, 95% 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

WHEREAS, 96% 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; and

WHEREAS, communities across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday, and our small businesses need our support now, more than ever.

NOW, THEREFORE, BE IT RESOLVED that on behalf of the City Commission, I, Melissa Nootz, chair, do hereby proclaim, November 26, 2022, as

SMALL BUSINESS SATURDAY

and we urge the residents of Livingston, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

Signed this 16 day of Nov, 2022


Melissa Nootz, Chair
Livingston City Commission




Faith Kinnick,
Recording Secretary