



PROCLAMATION

- WHEREAS,** the government of Northglenn, Colorado celebrates our local small businesses and the contributions they make to our local economy and community;
- WHEREAS,** according to the Small Business Administration, there are 31.7 million small businesses in the United States, representing 99.7% of firms with paid employees; and
- WHEREAS,** this year, we know that small businesses need support now more than ever as they navigate, retool, and pivot from the effects of the COVID-19 pandemic; and
- WHEREAS,** small businesses employ 47.1% of the employees in the private sector in the United States and 92% of small business owners have pivoted the way they do business to stay open during the pandemic; and
- WHEREAS,** 97% of Small Business Saturday shoppers recognize the impact they can make by shopping small and 85% of shoppers encourage friends and family to shop small, too; 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 Northglenn, along with the 88% of U.S. consumers who feel a personal commitment to support small businesses in the wake of the pandemic, supports our local small businesses that work to create jobs, boost our local economy, and preserve our community.

NOW THEREFORE, I, Meredith Leighty, Mayor of the City of Northglenn, Colorado, do hereby proclaim November 27, 2021 as

SMALL BUSINESS SATURDAY

in the City of Northglenn 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.

DATED, at Northglenn, Colorado, this 8th day of November 2021.

MEREDITH LEIGHTY
Mayor

