

Small Business Saturday PROCLAMATION

WHEREAS, the government of the Charter Township of Waterford, Michigan, 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 31.7 million small businesses in the United States, they represent 99.7 percent of all businesses with paid employees in the United States, and are responsible for 65.1 percent of net new jobs created from 2000 to 2019; and

WHEREAS, small businesses employ 47.1 percent of the employees in the private sector in the United States, 88% of 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 percent of Small Business Saturday shoppers say they recognize the impact they can make by shopping small, and 85 percent of them encourage family and friends to do so, too;

WHEREAS, 56 percent of shoppers reported they shopped online with a small business on Small Business Saturday in 2020, and more than 50 percent 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 Charter Township of Waterford, Michigan, supports our local businesses that create jobs, boost our local economy, and contribute to the community.

NOW, THEREFORE, as representatives of Waterford Township, Michigan, the Board of Trustees does hereby proclaim Saturday, November 27, 2021, as Small Business Saturday and we urge the residents of our community to support local businesses on Small Business Saturday and throughout the year.

I hereby certify that this Proclamation was made by the Charter Township of Waterford Board of Trustees at a regular meeting on November 8, 2021.

Charter Township of Waterford

Date

Kim Markee, Township Clerk