



SMALL BUSINESS SATURDAY PROCLAMATION

Whereas, the government of Hermiston, Oregon, celebrates and supports our local small businesses and the contributions they make to our local economy and community as they create jobs, boost our local economy, and preserve our neighborhoods; and

Whereas, some economists state that with every \$100 spent at a small local retailer, roughly \$68 will stay in our local economy through taxes, payroll, and donations to local schools and charities; and

Whereas, according to the United States Small Business Administration, small businesses are responsible for 64.9% of net new jobs created from 2000 to 2018 and employ 47.3% of the employees in the private sector in the United States; and

Whereas, 62% 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 and 65% 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

Whereas, three-quarters of U.S. consumers are currently looking for ways to Shop Small® and support their community to return to pre-COVID levels; and, 95% of consumers who plan to shop on Small Business Saturday® said the day inspires them to go to small, independently-owned retailers or restaurants that they have not been to before, or would not have otherwise tried and makes them want to revisit all year long, as shopping small promotes positive social, economic, and environmental effects, and

Whereas, countless companies planning promotions on Small Business Saturday said this day helps their business stand out during the busy holiday shopping season and contributes significantly to their sales each year; and

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, Dr. Dave Drotzmann, Mayor of Hermiston, Oregon do hereby proclaim, November 28, 2020, as:

SMALL BUSINESS SATURDAY

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.

SIGNED this 9th day of November, 2020

Dr. David Drotzmann, Mayor