



ERIN MENDENHALL  
*Mayor*

## PROCLAMATION

**WHEREAS**, advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday; and

**WHEREAS**, according to the United States (U.S.) Small Business Administration, there are 32.5 million small businesses in the nation, small businesses represent 99.7% of firms with paid employees, small businesses are responsible for 62% of net new jobs created since 1995, and small businesses employ 46.8% of the employees in the private sector in the U.S.; and

**WHEREAS**, 79% of consumers understand the importance of supporting the small businesses in their community on Small Business Saturday®, 70% report the day makes them want to encourage others to Shop Small®, independently owned retailers, and 66% report that the day makes them want to Shop Small all year long; and

**WHEREAS**, 58% of shoppers reported they shopped online with a small business and 54% reported they dined or ordered takeout from a small restaurant, bar, or café on Small Business Saturday in 2021; and

**WHEREAS**, small businesses account for 92% of all businesses in Salt Lake City and many of these businesses receive financial support from the SLC Economic Development Loan Fund, Neighborhood Business Improvement Program, Construction Mitigation Grants, and Community Grants program; and

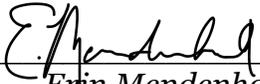
**WHEREAS**, Salt Lake City celebrates and supports our local businesses for the jobs they create and the contributions they make to our local economy and communities; and

**WHEREAS**, we 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.

**NOW, THEREFORE**, I, Erin Mendenhall, Mayor of Salt Lake City, proclaim November 26, 2022, as:

### ***Small Business Saturday in Salt Lake City***

November 26, 2022

  
Erin Mendenhall  
Mayor