

City of West Haven



State of Connecticut

Nancy R. Rossi  
Mayor

# Proclamation

- WHEREAS: THE CITY OF WEST HAVEN, CONNECTICUT, CELEBRATES OUR LOCAL SMALL BUSINESSES AND THE CONTRIBUTIONS THEY MAKE TO OUR LOCAL ECONOMY AND COMMUNITY; AND
- WHEREAS: ACCORDING TO THE UNITED STATES SMALL BUSINESS ADMINISTRATION, THERE ARE 31.7 MILLION SMALL BUSINESSES IN AMERICA. THEY REPRESENT 99.7% OF ALL BUSINESSES WITH PAID EMPLOYEES IN THE UNITED STATES AND ARE RESPONSIBLE FOR 65.1% OF THE NET NEW JOBS CREATED FROM 2000 TO 2020; AND
- WHEREAS: SMALL BUSINESSES EMPLOY 47.1% OF THE PRIVATE SECTOR WORKFORCE IN THE UNITED STATES. EIGHTY-EIGHT PERCENT OF U.S. CONSUMERS FEEL A PERSONAL COMMITMENT TO SUPPORT SMALL BUSINESSES IN THE WAKE OF THE CORONAVIRUS, AND 92% OF SMALL-BUSINESS OWNERS HAVE PIVOTED THE WAY THEY DO BUSINESS TO STAY OPEN DURING THE PANDEMIC; AND
- WHEREAS: U.S. SHOPPERS REPORTED SPENDING A RECORD \$19.8 BILLION AT INDEPENDENT RETAILERS AND RESTAURANTS ON SMALL BUSINESS SATURDAY IN 2020. FIFTY-SIX PERCENT OF CONSUMERS REPORTED SHOPPING ONLINE WITH A SMALL BUSINESS ON SMALL BUSINESS SATURDAY LAST YEAR, 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 WEST HAVEN, CONNECTICUT, SUPPORTS OUR LOCAL BUSINESSES THAT CREATE JOBS, BOOST OUR LOCAL ECONOMY AND PRESERVE OUR NEIGHBORHOODS; AND
- WHEREAS: ADVOCACY GROUPS AND PUBLIC AND PRIVATE ORGANIZATIONS ACROSS THE COUNTRY HAVE ENDORSED THE SATURDAY AFTER THANKSGIVING AS SMALL BUSINESS SATURDAY.

NOW, THEREFORE, I, NANCY R. ROSSI, MAYOR OF THE CITY OF WEST HAVEN, CONNECTICUT, DO HEREBY PROCLAIM NOVEMBER 27, 2021, AS

## SMALL BUSINESS SATURDAY

IN THE CITY OF WEST HAVEN, CONNECTICUT. I URGE THE RESIDENTS OF OUR COMMUNITY AND COMMUNITIES NATIONWIDE TO SUPPORT SMALL BUSINESSES AND MERCHANTS ON SMALL BUSINESS SATURDAY AND THROUGHOUT THE YEAR.

In witness thereof I have hereunto set my hand and caused the seal of the City of West Haven to be affixed.

Nancy R. Rossi

Mayor, City of West Haven, Connecticut

