

PROCLAMATION

WHEREAS, The government of Fargo, North Dakota celebrates local small businesses and the contributions they make to the local economy and community; and according to the U.S. Small Business Administration, there are 31.7 million small businesses in the United States and they represent 99.9 percent of all firms with paid employees in the United States and are responsible for 65.1 percent of the net new jobs created from 2000 to 2019; and

WHEREAS, Small businesses employ more than 47.1 % of the employees in the private sector in the United States, 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, 65% of small business owners said it would be most helpful to their business to have their "regulars" return and start making purchases again, and three-quarters of U.S. consumers are currently looking for ways to support their community; and

WHEREAS, 96% of consumers who shopped on "Small Business Saturday" agree that shopping at small, independently-owned businesses supports their commitment to making purchases that have a positive social, economic and environmental impact and 97% of consumers who shopped on "Small Business Saturday" agree that small businesses are essential to their community; and

WHEREAS, 95% of consumers who shopped on "Small Business Saturday" reported the day makes them want to shop or eat at small, independently-owned businesses all year long and Fargo, North Dakota supports local businesses that create jobs, boost the local economy and preserve communities; and

WHEREAS, Advocacy groups, as well as public and private organizations across the country, have endorsed the Saturday after Thanksgiving as "Small Business Saturday."

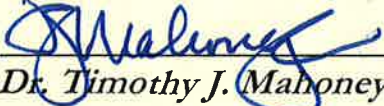
NOW, THEREFORE, BE IT RESOLVED, That I, Dr. Timothy J. Mahoney, Mayor of the City of Fargo, do hereby proclaim November 28, 2020, to be

SMALL BUSINESS SATURDAY

in the City of Fargo, North Dakota and urge residents to support small businesses and merchants on "Small Business Saturday" and throughout the year.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Fargo, North Dakota to be affixed this 28th day of November 2020.





Dr. Timothy J. Mahoney
Mayor
Fargo North Dakota