

# Proclamation



*Jane Castor, Mayor*

**WHEREAS**, founded in 2010 by American Express, **Small Business Saturday** was established to support small businesses across the United States of America and is celebrated annually on the Saturday following Thanksgiving; and

**WHEREAS**, falling between Black Friday and Cyber Monday, well-known high volume shopping days, Small Business Saturday is a day to support local small businesses that create jobs, boost the economy, and help to preserve neighborhoods around the country, and it is a way for consumers to demonstrate their commitment to the locally owned, independent businesses in their community; and

**WHEREAS**, according to the United States Small Business Administration, there are currently 33.2 million small businesses in the United States, representing 99.7 percent of all firms with paid employees in our nation, and they are responsible for generating 62.7 percent of net new jobs created since 1995, and 72 percent of consumers understand the importance of supporting small businesses in their community on Small Business Saturday; and

**WHEREAS**, the Small Business Saturday Coalition was founded in 2011, and it along with other advocacy groups, coalitions, and public and private organizations across the United States have endorsed the Saturday after Thanksgiving as Small Business Saturday, and it has become a nation-wide, well-known event, with a majority of consumers supporting the initiative and participated in spending billions of dollars with independent merchants, and they discover the day encourages them to continue shopping and eating in the establishments throughout the year; and

**WHEREAS**, the City of Tampa supports small businesses throughout the year through its *Bridges-To-Business Outreach Initiative* and the *Directory of Certified Firms* found at <https://tampa.diversitysoftware.com>, and on Small Business Saturday, this year held on November 25, 2023, the business community and organizations of Tampa, Florida will promote **Small Business Saturday** including *Seminole Heights' Shop Hop*, *the South Tampa Chamber of Commerce*, *Sip and Small Business Saturday*, and many others who are hosting special promotions and events to encourage shoppers to visit and support the small businesses in our community.

**NOW, THEREFORE**, I, Jane Castor, by virtue of the authority vested in me as Mayor of the city of Tampa, Florida, do hereby proclaim Saturday, November 25, 2023, as

## ***"SMALL BUSINESS SATURDAY"***

in the city of Tampa, Florida, and urge all citizens to support small businesses in Tampa neighborhoods and across the nation on Small Business Saturday, and throughout the year.

Dated in Tampa, Florida, this 1<sup>st</sup> day of November 2023.



*Jane Castor*  
Mayor