

Proclamation

The seal of the City of Tampa, Florida, is centered below the word "Proclamation". It features a circular design with a ship on the water, surrounded by the text "CITY OF TAMPA, FLORIDA" and "ORGANIZED JULY 15, 1887". The seal is flanked by decorative flourishes.

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 31.7 million small businesses in the United States, representing 99.9 percent of all firms with paid employees in our nation, and they are responsible for generating 65.1 percent of net new jobs created from 2000 to 2019, and 96 percent of consumers value the contributions small businesses make in their community; and

WHEREAS, advocacy groups, coalitions, and public and private organizations across the United States have endorsed the Saturday after Thanksgiving as Small Business Saturday and since its founding, 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 during the challenges of the pandemic in 2020, it is especially vital that small businesses be supported by us all; and

WHEREAS, the City of Tampa supports small businesses throughout the year through its Directory of Certified Firms found at <https://tampa.diversitysoftware.com>, and on Small Business Saturday, this year held on November 28, 2020, the business community and organizations of Tampa, Florida will promote **Small Business Saturday** including the *Florida Small Business Development Center at the University of South Florida*, *Entrepreneur Collaborative Center*, the *Annual Shopapalooza*, *Channelside Bay Plaza*, *Old Tampa Book Company*, *Seventh Avenue Apothecary* and others who are hosting special promotions and events to encourage shoppers to visit 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 28, 2020 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 13th day of November 2020.



Jane Castor

Mayor