

PROCLAMATION

SUPPORTING

Small Business Saturday

Whereas the Town of Castle Rock, Colorado, 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 32.5 million small businesses in the United States, 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 United States, 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 the Town supports our local businesses that create jobs, boost our local economy, and preserve our 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, THE TOWN COUNCIL OF THE TOWN OF CASTLE ROCK
DOES HEREBY PROCLAIM NOVEMBER 26, 2022, AS**

SMALL BUSINESS SATURDAY

**AND URGES THE RESIDENTS OF OUR COMMUNITY – AND COMMUNITIES ACROSS THE COUNTRY –
TO SUPPORT SMALL BUSINESSES ON THIS DAY AND THROUGHOUT THE YEAR.**

PASSED, APPROVED AND ADOPTED this 15th day of November, 2022, by the Town Council
of the Town of Castle Rock, Colorado.

ATTEST:

Lisa Anderson, Town Clerk

TOWN OF CASTLE ROCK

Jason Gray, Mayor

