



PROCLAMATION

SMALL BUSINESS SATURDAY

Whereas, the government of Coon Rapids, Minnesota 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 the United States, they represent 99.7% of firms with paid employees, and they are responsible for 65.1% of net new jobs created from 2000 to 2019; and

Whereas, small businesses employ 47.1% of the employees in the private sector in the United States, 88% of U.S. consumers feel a personal commitment to support small businesses in the wake of the pandemic, and 92% of small business owners have pivoted the way they do business to stay open during the pandemic; and

Whereas, 97% of Small Business Saturday® shoppers recognize the impact they can make by shopping small, 85% of them also encouraged friends and family to do so, too; and

Whereas, 56% of shoppers reported they shopped online with a small business on Small Business Saturday in 2020; 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, Coon Rapids, Minnesota 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, I, Jerry Koch, Mayor of the City of Coon Rapids, on behalf of the City Council and citizens of our City, officially proclaim November 27, 2021, as “**Small Business Saturday**” in the City of Coon Rapids and urge the residents of our community, and communities across the country to support small businesses and merchants on Small Business Saturday and throughout the year.

Proclaimed this 16th day of November, 2021.

Jerry Koch, Mayor

Joan Lenzmeier, City Clerk