

COUNTY OF



ALLEGHENY

RICH FITZGERALD
COUNTY EXECUTIVE

Proclamation

WHEREAS, *small businesses currently make up more than 34 percent of businesses in the United States with 28 million in the United States, and counting; those small businesses are also responsible for 63% of net new jobs created over the past 20 years and employ 48% of employees in the private sector; and*

WHEREAS, *shopping local matters because it affects the entire community; more money spent at local stores helps schools and other organizations through taxes, and small businesses typically support local sports teams, charities and events; and*

WHEREAS, *Small Business Saturday was an idea created by American Express in 2010 in order to help small businesses gain additional exposure, and to change the way consumers shop within their own community during the holiday season; today, more than 95 million people shop at small businesses on Small Business Saturday alone; and*

WHEREAS, *residents also understand the significance of supporting small business; 91% of all consumers believe the supporting small, independently-owned restaurants and bars is important, and 76% of all consumers plan to go to one or more small businesses as part of their holiday shopping; and*

WHEREAS, *we celebrate our local small businesses and the contributions that they make to our local economy and community; we are proud to support our local businesses that create jobs, boost our local economy and preserve our neighborhoods.*

NOW, THEREFORE, BE IT RESOLVED *that I, Allegheny County Executive Rich Fitzgerald, by virtue of the authority vested in me, do hereby proclaim November 25, 2017 as "Small Business Saturday" in Allegheny County and, in doing so, urge the residents of our county 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 County of Allegheny to be affixed this 25th day of November, 2017.*

Rich Fitzgerald

RICH FITZGERALD