



# Proclamation

**Small Business Saturday, November 30, 2024**

**Whereas**, the government of Brighton, Colorado, celebrates our local small businesses and the contributions they make to our local economy and community; according to the United States Small Business Administration, the U.S. now has 33.3 million small businesses, slightly up from past years, employing around 61.6 million people, or about 47% of the private-sector workforce. These businesses remain vital to the U.S. economy and job creation; and

**Whereas**, small businesses employ 46.4% of the employees in the private sector in the United States, and 88% of U.S. consumers feel a personal commitment to support small businesses; and

**Whereas**, 72% of shoppers reported that Small Business Saturday encourages them to shop and dine at small, independently-owned retailers and restaurants year-round. In 2022, Small Business Saturday drove an estimated \$17.9 billion in U.S. consumer spending, with over two-thirds (72%) of shoppers expressing a strong intent to continue shopping small throughout the holiday season to support their local communities; and

**Whereas**, a 2022 study found that \$0.68 of every dollar spent at a small business in the U.S. stays within the local community, and every dollar spent at small businesses creates an additional \$0.48 in local economic activity through employees and local businesses purchasing goods and services; and

**Whereas**, Brighton, Colorado supports our local businesses that create jobs, boost our local economy, and preserve the character of our community; and

**Whereas**, advocacy groups, along with public and private organizations across the nation, have endorsed the Saturday after Thanksgiving as Small Business Saturday.

**Now, Therefore**, I, Gregory Mills, Mayor of the City of Brighton, on behalf of City Council, do hereby proclaim, November 30, 2024, as Small Business Saturday, 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.


**Dated** this 19<sup>th</sup> day of November 2024

City of Brighton



ATTEST:

  
Natalie Hoel, City Clerk

  
Gregory Mills, Mayor  
Peter Padilla, Mayor Pro Tem  
Chris Fiedler  
Tom Green  
Matt Johnston  
Jan Pawlowski  
Jim Snyder  
Ann Taddeo  
Lloyd Worth