



Proclamation

Small Business Saturday

November 28, 2020

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, there are 31.7 million small businesses in the United States, they represent 99.9% of all firms with paid employees in the United States, 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, 62% of U.S. small businesses reported that they need to see consumer spending return to pre-COVID levels by the end of 2020 in order to stay in business, 65% of U.S. small business owners said it would be most helpful to their business to have their “regulars” return and start making purchases again, and three-quarters of U.S. consumers are currently looking for ways to Shop Small and support their community; and

WHEREAS, 96% of consumers who shopped on Small Business Saturday agree that shopping at small, independently-owned businesses supports their commitment to making purchases that have a positive social, economic, and environmental impact and 97% of consumers who shopped on Small Business Saturday agree that small businesses are essential to their community; and

WHEREAS, 95% of consumers who shopped on Small Business Saturday reported the day makes them want to shop or eat at small, independently-owned businesses all year long, not just during the holiday season; and

WHEREAS, Brighton, Colorado 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, Gregory Mills, Mayor of the City of Brighton, on behalf of City Council, do hereby proclaim Saturday, November 28, 2020, as Small Business Saturday and urge the residents of our community, and communities across the country, to support small business and merchants on Small Business Saturday and throughout the year.


Dated this 17th day of November, 2020

City of Brighton



ATTEST:


Natalie Hoel, City Clerk



Gregory Mills, Mayor
Matt Johnston, Mayor Pro Tem
Clint Blackhurst
Adam Cushing
Mark Humbert
Kris Jordinelli
Mary Ellen Pollack
Ann Taddeo
Tim Watts