

# PROCLAMATION

**WHEREAS**, since its initiation in 2010, Small Business Saturday, has illuminated the significance of supporting small, independently owned businesses across the United States. Falling between Black Friday and Cyber Monday, this day is dedicated to supporting the diverse range of local businesses that help create jobs, boost the economy, and keep communities thriving across the country; 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, are responsible for 62% of net new jobs created since 1995, and employ 46.8% of the employees in the private sector; 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 the day makes them want to Shop Small all year long; and

**WHEREAS**, over the years Ormond Beach has initiated several programs to empower local businesses. The Economic Development Department provides a free business analytics tool called SizeUp Ormond Beach that assists with discovering potential new customers and suppliers; optimize advertising and marketing, and compare their production to other businesses; and

**WHEREAS**, the City of Ormond Beach partnered with the Ormond Beach Chamber of Commerce for the production of "Doing Business in Ormond Beach" which provides individuals and business owners a reference tool to help navigate the process of starting and/or expanding their business. The City also partnered with Volusia/Flagler SCORE for the Kauffman FastTrac Program, a program that is facilitated by a certified business coach; and

**WHEREAS**, Ormond Beach joins public and private organizations across the country to endorse the Saturday after Thanksgiving holiday as Small Business Saturday.

**NOW, THEREFORE**, I, Bill Partington, Mayor of the City of Ormond Beach do hereby proclaim, November 26, 2022, as

## SMALL BUSINESS SATURDAY

in the City of Ormond Beach and urges all residents to support Small Business Saturday by shopping local.

**IN WITNESS WHEREOF**, I hereunto set my hand and cause the seal of the City of Ormond Beach, Florida, to be affixed this 26<sup>th</sup> day of November in the year of our Lord, Two Thousand Twenty-Two.

  
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**BILL PARTINGTON**  
Mayor