



Town of Johnstown

PROCLAMATION

WHEREAS, the Town of Johnstown supports our local businesses that create jobs and preserve our community, and celebrates the contributions they make to boost our local economy; and

WHEREAS, according to the U.S. Small Business Administration, there are 33.2 million small businesses in the United States: small businesses represent 99.7% of firms with paid employees, small businesses are responsible for 62.7% of net new jobs created since 1995, and small businesses employ 46.4% of the employees in the private sector in the United States; and

WHEREAS, 68 cents of every dollar spent at a small business in the United States stays in the local community and every dollar spent at small businesses creates an additional 48 cents in local business activity as a result of employees and local businesses purchasing local goods and services; and

WHEREAS, 72% of consumers reported that Small Business Saturday 2022 made them want to shop and dine at small, independently-owned retailers and restaurants all year long; and

WHEREAS, Johnstown, 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, be it resolved by the Town Council of the Town of Johnstown, that I, Troy D. Mellon, Mayor of the Town of Johnstown, Colorado on the 20th day of November, 2023, do hereby proclaim November 25, 2023 as:

SMALL BUSINESS SATURDAY

In the Town of Johnstown 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.

TOWN OF JOHNSTOWN, COLORADO

By: _____

Troy D. Mellon, Mayor