



## BUSINESS OF THE CITY COUNCIL CITY OF MERCER ISLAND

AB 5974  
November 16, 2021  
Consent Calendar

### AGENDA BILL INFORMATION

<b>TITLE:</b>	Small Business Saturday Proclamation	<input type="checkbox"/> Discussion Only
<b>RECOMMENDED ACTION:</b>	Proclaim Saturday, November 27, 2021, as Small Business Saturday in the City of Mercer Island	<input checked="" type="checkbox"/> Action Needed: <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution
<b>DEPARTMENT:</b>	City Council	
<b>STAFF:</b>	Andrea Larson, City Clerk Sarah Bluvas, Economic Development Coordinator	
<b>COUNCIL LIAISON:</b>	n/a	n/a
<b>EXHIBITS:</b>	1. Small Business Saturday Proclamation	
<b>CITY COUNCIL PRIORITY:</b>	3. Implement an economic development program.	

### SUMMARY

Since its inception in 2010, Small Business Saturday has promoted the importance and significance of supporting small, locally, and independently owned businesses across the country. The holiday, which falls between “Black Friday” and “Cyber Monday”, is a day dedicated to bolstering the range of local businesses that help create jobs, boost the economy, and keep local communities thriving. A study by American Express, found that US consumers spent a record high of \$19.8b at independent retailers and restaurants on Small Business Saturday in 2020. By proclaiming Saturday, November 27, 2021, “Small Business Saturday” in Mercer Island, the City will join more than 700 local governments across all states and Washington, D.C., in this “shop small” movement.

Beyond this proclamation, the City is partnering with the Chamber of Commerce and local organizations to activate Town Center and the South End business district throughout the entire holiday season. Staff from the Parks & Recreation and Community Planning & Development departments are coordinating a calendar of weekly activities including live music, an Island scavenger hunt, a Holiday Merchant Walk, and more to encourage community members to engage with and support their local businesses. Details about these activities will be shared with the community at [www.mercerisland.gov/illuminate](http://www.mercerisland.gov/illuminate) and [www.mercerislandnext.com](http://www.mercerislandnext.com) soon.

### RECOMMENDATION

Proclaim Saturday, November 27, 2021, as Small Business Saturday in Mercer Island.