

A PROCLAMATION OF THE MAYOR OF THE CITY OF
NORMAN, OKLAHOMA, PROCLAIMING SATURDAY,
NOVEMBER 26, 2022, AS SMALL BUSINESS SATURDAY
IN THE CITY OF NORMAN.

- § 1. WHEREAS, the City of Norman, Oklahoma, celebrates our local small businesses and the contributions they make to our local economy and community; and
- § 2. WHEREAS, according to the United States Small Business Administration, there are currently 32.5 million small businesses in the United States, they represent 99.7 % of all firms with paid employees, they are responsible for 62% of the net new jobs since 1995, and small businesses employ 46.8% of the employees in the private sector in the United States; and
- § 3. 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 that the day makes them want to Shop Small® all year long; and
- § 4. WHEREAS, 58% of shoppers reported they shopped online with a small business and 54% reported they dined or ordered takeout from a small restaurant, bar, or café on Small Business Saturday in 2021; and
- § 5. WHEREAS, the City of Norman supports our local businesses that create jobs, boost our local economy, and preserve our communities; and
- § 6. WHEREAS, advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.
- § 7. WHEREAS, the City of Norman, the Norman Chamber of Commerce, and VisitNorman have collaborated with other partner organizations to promote Small Business Saturday in Norman since 2015.

NOW, THEREFORE, I, LARRY HEIKKILA, MAYOR OF THE CITY OF NORMAN, OKLAHOMA:

- § 8. Do hereby proclaim Saturday, November 26, 2022, as Small Business Saturday in the City of Norman, Oklahoma, 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.

PASSED AND APPROVED this 22nd day of November, 2022.



ATTEST:

Mayor

City Clerk