

A PROCLAMATION OF THE MAYOR OF THE CITY OF NORMAN, OKLAHOMA, PROCLAIMING SATURDAY, NOVEMBER 25, 2023, 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 33 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 the net new jobs created since 1995, and small businesses employ 46.4% of the employees in the private sector in the United States; and
- § 3. WHEREAS, 68 cents of every dollar spent at a small business in the United Sates 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
- § 4. 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
- § 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 25, 2023, 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 14th day of November, 2023.



ATTEST:

Mayor

City Clerk