



Proclamation

WHEREAS, the City of Tualatin, Oregon, celebrates our local small businesses and the contributions they make to our local economy and community; and

WHEREAS, according to the United States Small Business Administration, there are 255,574 small businesses in the Portland-Vancouver-Hillsboro Metropolitan Statistical Area, representing 99.2 percent of all firms with paid employees, and 50.2 percent of all employees; and

WHEREAS, 97% of consumers who shopped on Small Business Saturday® agree that small businesses are essential to their community; and

WHEREAS, according to the 2022 Small Business Economic Impact Study, \$0.68 of every dollar spent at a small business in the United States stays in the local community and that every dollar spent at small businesses creates an additional \$0.48 in local business activity as a result of employees and local businesses purchasing local goods and services, and

WHEREAS, the American Express 2023 Saturday Consumer Insights Survey reported that 59% of U.S. consumers aware of Small Business Saturday shopped or ate at a small independently owned retailer or restaurant on Small Business Saturday and 61% strongly agree that they found a small business or independently owned restaurant on Small Business Saturday where they are likely to return and become a regular customer; and

WHEREAS, Tualatin, Oregon strongly supports our local businesses that create jobs, boost our local economy and preserve our communities.

NOW THEREFORE BE IT RESOLVED, that the City of Tualatin does hereby proclaim November 30, 2024 as Small Business Saturday and urge the residents of our community to support small businesses and merchants on Small Business Saturday and throughout the year.

INTRODUCED AND ADOPTED this 12th day of November, 2024.

CITY OF TUALATIN, OREGON

BY _____
Mayor

ATTEST:

BY _____
City Recorder

