

# PROCLAMATION



## Office of the Mayor

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

**WHEREAS**, support for small businesses directly impacts the local economy as \$.67 of every dollar spent at a local business is reinvested into our community; and

**WHEREAS**, supporting a local Fox Cities business supports jobs, boosts our local economy, and preserves our communities; small businesses employ nearly half of all private sector employees in the United States; and

**WHEREAS**, COVID-19 has negatively impacted the stability of small businesses in Appleton; more than half of our small businesses reported that they need consumer spending to return to pre-COVID-19 levels soon in order to stay in business; and

**WHEREAS**, local advocacy groups such as the Fox Cities Chamber of Commerce, Appleton Downtown Inc., and the Appleton Northside Business Association, along with private organizations across the country have endorsed the Saturday after Thanksgiving, November 27, as Small Business Saturday.

**NOW, THEREFORE, BE IT RESOLVED, THAT I, JACOB A. WOODFORD**, Mayor of the City of Appleton, Wisconsin, do hereby proclaim November 27, 2021 as

## Small Business Saturday

in Appleton and urge all Fox Cities residents to support small businesses and merchants on Small Business Saturday.

Signed and sealed this 15<sup>th</sup> day of November 2021.



  
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**JACOB A. WOODFORD**  
MAYOR OF APPLETON