

WHEREAS, advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday; and

WHEREAS, 2024 marks the 15th annual Small Business Saturday; and

WHEREAS, Small Business Saturday is essential to the preservation of the neighborhoods that comprise the landscape of our local economy and enrich its unique culture; and

WHEREAS, the City of Coconut Creek 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 34.7 million small businesses in the United States, which represent 99.7% of firms with paid employees, are responsible for 61.1% of net new jobs created since 1995, and employ 45.9% of the employees in the private sector in the United States; and

WHEREAS, 68 cents of every dollar spent at a small business in the United States 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

WHEREAS, 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 in 2023; and

WHEREAS, the City of Coconut Creek, Florida, supports our local businesses that create jobs, boost our local economy, and preserve our community.

NOW, THEREFORE, BE IT RESOLVED that the City Commission of the City of Coconut Creek, Florida, hereby proclaims November 30, 2024, as:

“SMALL BUSINESS SATURDAY”

and urges the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

**IN WITNESS WHEREOF, we have hereunto
set our hands and caused the seal of
the City of Coconut Creek to be affixed
this 14th day of November 2024.**