

ARLINGTON COUNTY, VIRGINIA

Proclamation

0000

SMALL BUSINESS SATURDAY

WHEREAS, according to the United States Small Business Administration, there are 31.7 million small businesses in the United States, they represent 99.7% of firms with paid employees, and they are responsible for 65.1% of net new jobs created from 2000 to 2019; and

WHEREAS, small businesses employ 47.1% of the employees in the private sector in the United States, 88% of U.S. consumers feel a personal commitment to support small businesses in the wake of the pandemic, and 92% of small business owners have pivoted the way they do business to stay open during the pandemic; and

WHEREAS, 97% of Small Business Saturday® shoppers recognize the impact they can make by shopping small, 85% of them also encouraged friends and family to do so, too; and

WHEREAS, 56% of shoppers reported they shopped online with a small business on Small Business Saturday in 2020; and more than 50% of consumers who reported shopping small endorsed a local business on social media or shopped at a local business because of a social media recommendation; and

WHEREAS, since 2002 Arlington has supported over 70,523 small business enterprises through its entrepreneurial program BizLaunch, which created approximately 187,000 jobs; with BizLaunch and BizLaunch en Español dedicated to supporting over 5,000 businesses each year by developing an entrepreneurial ecosystem; and


WHEREAS, Arlington is comprised of nearly 200 certified small, women-owned, and minority-owned businesses, is committed to working with diverse businesses equally throughout the County, and supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods;

NOW, THEREFORE, I, Matt de Ferranti, Chair of the County Board of Arlington, Virginia, do hereby proclaim **November 27, 2021**, as

SMALL BUSINESS SATURDAY

and urge the residents of our community to support our small businesses and merchants on Small Business Saturday and throughout the year.




Matthew de Ferranti
Chair