

PROCLAMATION

WHEREAS, the City of Medford 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 currently over 32.5 million small businesses in the United States. Small businesses represent 99.7 percent of firms with paid employees, are responsible for 62 percent of net new jobs created since 1995, and employ 46.8 percent of employees in the private sector in the United States; and

WHEREAS, 79 percent of consumers in the United States understand the importance of supporting the small businesses in their community on Small Business Saturday®. 70 percent report the day makes them want to encourage others to Shop Small®, independently-owned retailers, and 66 percent report that the day makes them want to Shop Small® all year long; and

WHEREAS, 58 percent of shoppers reported they shopped online with a small business, and 54 percent reported they dined or ordered takeout from a small restaurant, bar or café on Small Business Saturday in 2021; and

WHEREAS, Medford, Oregon supports our local businesses that create jobs, boost our local economy and preserve our communities; and

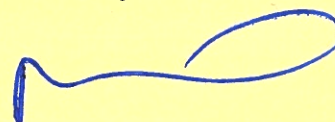
WHEREAS, advocacy groups, as well as public and private organizations, across the Country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

NOW, THEREFORE, I, Randy Sparacino, Mayor of Medford, do hereby proclaim November 26, 2022 as

SMALL BUSINESS SATURDAY

in the City of Medford 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.

IN WITNESS WHEREOF,
I hereunto set my hand this
17th day of November 2022.



Randy Sparacino
Mayor of Medford

