WHEREAS, for eleven years, advocacy groups as well as private and public organizations across the country, have recognized the Saturday after Thanksgiving as Small Business Saturday; the holiday shopping event, which this year is on November 27, celebrates and supports small businesses and all they do for our communities; and

WHEREAS, small businesses play a significant role in the success of our economy; according to the U.S. Small Business Administration, there are 31.7 million small businesses nationally; they represent 99.7% of all businesses with employees in the U.S. and were responsible for 65.1% of net new jobs created from 2000 to 2019; in Pennsylvania alone, there are nearly one million small businesses which employ 2.4 million people; and

WHEREAS, Small Business Saturday was created in 2010 by American Express to help small businesses gain additional exposure and to change the way customers shop locally during the holiday season; the movement soon gained momentum as the U.S. Senate unanimously passed a resolution supporting the day, and officials in all 50 states participated; 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, the effort has been extremely successful: 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, we know this year, as well as the last, has been extremely challenging for small businesses; Allegheny County joins partners from across the nation to celebrate and thank our local small businesses for their perseverance, dedication and many important contributions to this region, including creating jobs, boosting our economy, and helping to preserve the unique character of our neighborhoods.

NOW, THEREFORE, BE IT RESOLVED that I, County Executive Rich Fitzgerald, by virtue of the authority vested in me, do hereby proclaim November 27, 2021 as “Small Business Saturday” in Allegheny County; we urge the continued support of local small businesses on Small Business Saturday and throughout the year.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the County of Allegheny to be affixed this 27th day of November, 2021.

RICH FITZGERALD