

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;

WHEREAS, support for small businesses directly impacts the local economy as \$.67 is reinvested into our community for every \$1.00 spent with a local business; local businesses provide safe options for online shopping, pickup, delivery, and more; 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 return to pre-COVID-19 levels by the end of 2020 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 as Small Business Saturday, expanded this year in Appleton to be Small Business Week: November 28 through December 4.

NOW, THEREFORE, BE IT RESOLVED, THAT I, JACOB A. WOODFORD, Mayor of the City of Appleton, Wisconsin, do hereby proclaim November 28 – December 4, 2020 as

Small Business Week

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

Signed and sealed this 4th day of November 2020.




JACOB A. WOODFORD
MAYOR OF APPLETON