

Proclamation in Support of Small Business Saturday® and Card Days and More

Council Sponsor: Griesemer, Hanneke, De Angelis, Taub

Community Sponsor: Amherst Chamber of Commerce and the Amherst Business Improvement District

Whereas, the Town of Amherst supports and celebrates our local small businesses which contribute to our local economy, create jobs, and preserve our community; and

Whereas, nearly 90% of the for-profit businesses in Amherst are relatively small, with less than 20 employees, and approximately 70% have fewer than 10 employees; and

Whereas, according to the United States Small Business Administration, there are 31.7 million small businesses in the United States which represent 99.9% of all firms with paid employees in the United States, and which are responsible for 65.1% of net new jobs created from 2000 to 2019; and

Whereas, over 98% of small businesses employ fewer than 100 employees and 89% employ fewer than 20 employees; and

Whereas, small businesses employ 47.1% of the employees in the private sector in the United States, employing over 59.9 million people, 65% of U.S. small business owners say it would be most helpful to their business to have their “regulars” return and start making purchases again, and three-quarters of U.S. consumers are currently looking for ways to Shop Small® and support their community; and

Whereas, 96% of consumers who shop on Small Business Saturday® agree that shopping at small, independently-owned businesses supports their commitment to making purchases that have a positive social, economic, and environmental impact, and 97% of consumers who shop on Small Business Saturday® agree that small businesses are essential to their community; and

Whereas, 95% of consumers who shop on Small Business Saturday® report the day makes them want to shop or eat at small, independently-owned businesses all year long, not just during the holiday season; and

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

Whereas, the Amherst Area Chamber and Amherst BID will promote the holiday season in Amherst with the following small business initiatives: The Amherst Area Chamber is doing a special gift card match promotion on Thursday, November 30; the Amherst Area Chamber & Amherst BID are cohosting the Ever Merry Maple Lighting on Friday, December 1; the Amherst BID is doing a special promotion day for small businesses on Friday & Saturday, December 1 & 2 called “Card Days” and the Amherst BID will host its Second Annual Downtown Amherst Sip’N Shop Stroll With Makers Market, Thursday, December 14.

Now, therefore, the Amherst Town Council proclaims November 25, 2023 Small Business Saturday® and urges the residents of our community to support Amherst-wide small businesses and merchants on Small Business Saturday® and throughout the year.

Voted this 13th day of November, 2023.

Lynn Griesemer, Town Council President