CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

ITEM: Approval of Proclamation
Small Business Saturday

DATE: November 12, 2018

FINANCIAL IMPACT: None

BACKGROUND:

Small Business Saturday was founded by American Express in 2010 as a way to promote holiday shopping at small, locally-owned businesses across the United States. The day is celebrated each year on the Saturday after Thanksgiving. In 2011, the U.S. Senate officially recognized Small Business Saturday. In 2012, the estimated consumer spending on Small Business Saturday was $5.5 billion. Now in 2018, in an effort to recognize the many small businesses in West Des Moines – whether in Valley Junction, West Glen, Valley West Mall, Governor's Square, Clocktower Square, Westowne Shopping Center, and many other locations – the City of West Des Moines would like to lend its voice in support of Small Business Saturday.

OUTSTANDING ISSUES (if any): None

RECOMMENDATION:

Approval of Proclamation declaring November 24, 2018 as "Small Business Saturday"

Lead Staff Member: Ryan T. Jacobson, City Clerk

STAFF REVIEWS

Department Director	Ryan T. Jacobson, City Clerk
Appropriations/Finance	
Legal	
Agenda Acceptance	RN

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee			
Date Reviewed			
Recommendation	Yes	No	Split

PROCLAMATION

Small Business Saturday
November 24, 2018

WHEREAS, small businesses form the backbone of our local economy, generating jobs and improving the quality of life for citizens; and

WHEREAS, the City of West Des Moines supports the efforts of local small businesses and recognizes the critical role they play in keeping our economy strong; and

WHEREAS, the City of West Des Moines wishes to celebrate the accomplishments of small business owners and their employees and encourage the development of new small businesses; and

WHEREAS, Small Business Saturday is a nationwide campaign to cultivate business for small businesses on the Saturday after Thanksgiving; and

WHEREAS, Small Business Saturday will stimulate economic growth locally for small businesses; and

WHEREAS, the City of West Des Moines encourages citizens to consider shopping at small, locally-owned establishments on Small Business Saturday as a way to boost the local economy and to strengthen our small business community.

NOW THEREFORE, I, Steven K. Gaer, Mayor, City of West Des Moines, in celebration and recognition of the contributions of small businesses do hereby proclaim Saturday, November 24, 2018 as

Small Business Saturday

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of West Des Moines to be affixed at City Hall on the 12th day of November 2018.

_____
Steven K. Gaer, Mayor

ATTEST:

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Ryan T. Jacobson, City Clerk