



PROCLAMATION

WHEREAS, small businesses in Fort Collins create the majority of jobs in our community and provide significant retail opportunities at the holidays; and

WHEREAS, Fort Collins is a place where unique small businesses thrive because the community supports them; and

WHEREAS, in order for communities to thrive, small businesses must also thrive and do thrive in Fort Collins thanks to such organizations as the Larimer Small Business Development Center, the Downtown Business Association, the North Fort Collins Business Association and the South Fort Collins Business Association; and

WHEREAS, Small Business Saturday, a national day sponsored by American Express that encourages people to "Shop Small," is a good reminder that shopping locally helps small businesses and the economy in Fort Collins; and

WHEREAS, a Small Business Saturday Consumer Insights Survey reported an estimated 95 million people shopped at small businesses on the Saturday after Thanksgiving in 2015; and

WHEREAS, people who Shop Fort Collins are supporting the local economy, as well as helping to fund basic City services by keeping tax dollars in the community; and

WHEREAS, the money spent in Fort Collins stays in Fort Collins to support basic City services and makes a positive impact on our community.

NOW THEREFORE, I, Wade Troxell, Mayor of the City of Fort Collins, do hereby proclaim Saturday, November 26, a day in which we celebrate our business community, as

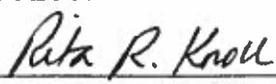
SMALL BUSINESS SATURDAY

in Fort Collins in honor of small retail businesses in Fort Collins and their contribution to the economy.

IN WITNESS WHEREOF, I, have hereunto set my hand and the seal of the City of Fort Collins this 15th day of November, A.D. 2016.



Mayor

ATTEST:


Chief Deputy City Clerk

