Cover Memorandum/Staff Report

File #: 20-908 **Agenda Date:** 11/17/2020 **Item #:** 6.J.1.

TO: **Mayor and Commissioners**
FROM: **Katerri Johnson, City Clerk**
THROUGH: **Jennifer Alvarez, Interim City Manager**
DATE: **November 17, 2020**

2020 SMALL BUSINESS SATURDAY - NOVEMBER 28, 2020 - PROCLAMATION

Recommended Action:
Proclaim November 28, 2020 as Small Business Saturday in Delray Beach, Florida.

Background:
Small Business Saturday is a day dedicated to supporting local small businesses across the country. Founded by American Express in 2010, this day is celebrated each year on the Saturday after Thanksgiving.

The Delray Beach Office of Economic Development, the Delray Beach Downtown Development Authority (DDA) and the Greater Delray Beach Chamber of Commerce have once again been selected as Shop Small Neighborhood Champions supporting, promoting and growing the Shop Small movement.

Delray Beach local small businesses are encouraged to register directly with American Express to fully leverage this annual local shopping promotion program and to also share selfies and Shop Small team videos with the DDA for use throughout the month-long marketing and advertising campaign.

Residents and visitors, on the other hand, are asked to shop local with Delray Beach merchants on Small Business Saturday and during the holiday season to boost the local economy. When we shop local, our community's wealth and prosperity is increased since for every $1 spent locally it is recirculated at least three (3) more times. By shopping locally, we also help create jobs and drive local charitable giving. Surveys have shown that nearly 75 percent of small business owners donate some portion of their profits to charitable organizations each year.

City Attorney Review:
N/A

Finance Department Review:
N/A

Funding Source:
N/A

Timing of Request:

N/A