Proclamation

Office of the Mayor

SMALL BUSINESS SATURDAY®

Whereas, the City of Sunrise, Florida celebrates our local small businesses and the contributions they make to our local economy and community; according to the United States Small Business Administration, there are currently 34.7 million small businesses in the United States, they represent 99.7% of firms with paid employees, and they are responsible for 6.11% of net new jobs created since 1995, and small businesses employ 45.9% of the employees in the private sector in the United States; and

Whereas, Small Business Saturday® was founded by American Express in 2010 and is celebrated each year on the Saturday after Thanksgiving to encourage residents across the country to support local merchants and small business owners; and

Whereas, 68 cents of every dollar spent at a small business in the U.S. stays in the local community and every dollar spent at small businesses creates an additional 48 cents in local business activity as a result of employees and local businesses purchasing local goods and services; and

Whereas, 59% of U.S. consumers aware of Small Business Saturday shopped or ate at a small, independently owned retailer or restaurant on Small Business Saturday; and

Whereas, Sunrise, Florida supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods; and

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

NOW, THEREFORE, I, Michael J. Ryan, Mayor of the City of Sunrise, Florida together with the City Commission hereby proclaim Saturday, November 29th, 2025 as **Small Business Saturday®** in the City of Sunrise and urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday.

Witness My Hand and Official Seal of
The City of Sunrise, Florida

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Michael J. Ryan, Mayor