



**Saturday November 30, 2024**  
**Proclamation**  
**Shop Small Business Saturday in Valatie**

**Whereas**, The Village of Valatie, recognizes the value and importance of small businesses to the health and sustainability of the local, regional, and national economy; and,

**Whereas**, 87 percent of consumers in the United States agree that Small Businesses are critical to the overall economic health of the United States; and,

**Whereas**, Valatie's local small businesses help preserve the uniqueness of our community and give us a sense of place. Our community should work to empower and support businesses owned by our friends and neighbors, share joy, and Shop Small year-round; and,

**Whereas**, U.S. consumers spent an estimated \$ 17 billion dollars at independent retailers and restaurants during Small Business Saturday in 2023; and 86 percent shopped in-person, in-store that day; and,

**Whereas**, Small businesses have an added psychological advantage on their shopping day as compared with Black Friday's big retailers: consumers can see and feel the good they are doing with every purchase when patronizing small businesses, and,

**Whereas**, Shop Small® is a movement that supports small, independent businesses and spotlights their valuable contributions to their communities and the economy; and,

**Whereas**, Valatie Economic Redevelopment Association (V.E.R.A.) participates in the nationally recognized Small Business Saturday that takes place on Saturday, November 30, and all holiday season long, to encourage residents to support our local business community first, as part of their annual holiday shopping traditions; 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, Mayor Frank Bevens, Mayor of the Village of Valatie, New York do hereby proclaim, November 30, 2024, as:

**SMALL BUSINESS SATURDAY in Valatie**

**And** urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

**Mayor Frank Bevens**  
November 30, 2024

