



PROCLAMATION

2025 Small Business Saturday

WHEREAS, small businesses are the backbone of the Village of Valatie's economy, and represent a spirit of innovation, entrepreneurship, and community that make Columbia County unique; and

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

WHEREAS, small businesses create jobs, keep dollars circulating locally, and strengthen the civic fabric of our neighborhoods through philanthropy, volunteerism, and public service; and

WHEREAS, supporting small, independently-owned businesses helps to preserve the distinct small-town feel and uniqueness of the Village of Valatie that enhances the quality of life for residents and visitors; and,

WHEREAS, small business owners in the Village of Valatie have demonstrated resilience, adaptability, and dedication to our residents, continuing to invest in our community's future; and

WHEREAS, our community should work to empower and support businesses owned by our friends and neighbors, share joy, and *Shop Small* year-round; and,

WHEREAS The Village of Valatie 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'.

WHEREAS, the Saturday following Thanksgiving has become nationally recognized as *Small Business Saturday*, encouraging residents to "Shop Small" and support local small businesses during the holiday season and throughout the year; and

WHEREAS the Valatie Economic Redevelopment Association (V.E.R.A.) participates in the nationally-recognized *Small Business Saturday* that takes place on Saturday, November 29th, to encourage residents to support our local business community first, as part of their annual holiday shopping traditions and all holiday season long; and,

WHEREAS, the Village of Valatie seeks to join the V.E.R.A. and our partners across Columbia County in amplifying the call to support local merchants, local makers, and service providers;

WHEREAS Valatie Economic Redevelopment Association (V.E.R.A.) and the Village of Valatie are both working to create an environment which is safe, fun, and festive for holiday shopping and the entertainment season.

NOW, THEREFORE, I, Frank Bevens, Mayor of the Village of Valatie, do hereby proclaim November 29th, 2025 as

SMALL BUSINESS SATURDAY IN VALATIE

And urge our residents and visitors to 'Shop Small', dine locally, and share their experiences to inspire others to support our community's small businesses on Small Business Saturday and throughout the year. Let this day serve as a kickoff to a season of sustained commitment to small businesses in the Village of Valatie and across Columbia County.

Mayor Frank Bevens

Saturday November 29, 2025