



# City of Pittsburgh

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Pittsburgh, PA 15219

## Text File

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**Bill No:** 2011-2345, **Version:** 1

**Committee:** City Council

**Status:** Adopted

WHEREAS, November 25<sup>th</sup> through December 4<sup>th</sup>, 2011 is celebrated as National Buy Local Week and Saturday, November 26<sup>th</sup> as Small Business Saturday in an effort to raise awareness of the benefits of shopping at locally-owned, independent businesses; and

WHEREAS, Small Business Saturday began in 2010 as a way to encourage shoppers to support the products and services of small businesses; and in the first year, 1.5 million Facebook users and 130 public and private organizations declared their support. This year, there were over 2.6 million supporters on Facebook alone. In 2010, small retailers saw a 28% increase in sales on Small Business Saturday compared to the Saturday after Thanksgiving in 2009; and

WHEREAS, there are more than 22 million small businesses in America, and they account for 99% of all U.S. businesses, employing 53% of the private sector workforce. Pittsburgh has over 58,600 small businesses, and ranks 23<sup>rd</sup> out of 100 major metropolitan areas in the number of small businesses; and

WHEREAS, for every \$100 spent in locally owned, independent stores, \$68 returns to the local economy through taxes, payroll, and other expenditures. If consumers were to shift 10% of their spending from national or international chains to local businesses, it would generate an additional \$235 million a year in local economic activity.

NOW, THEREFORE BE IT RESOLVED, that the Council of the City of Pittsburgh does hereby recognize Buy Local Week as an opportunity for the region to support small businesses and the local economy and encourages consumers in the Pittsburgh region to shop locally throughout this holiday season; and

BE IT FURTHER RESOLVED, that the Council of the City of Pittsburgh does hereby declare December 5<sup>th</sup> through December 11<sup>th</sup>, 2011 to be "Buy Local Week" in the City of Pittsburgh.