



CITY OF KIRKLAND
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MEMORANDUM

To: Kurt Triplett, City Manager

From: James Lopez, Assistant City Manager
Martha Chaudhry, Special Projects Coordinator
David Wolbrecht, Neighborhood Services Outreach Coordinator

Date: November 17, 2020

Subject: Small Business Saturday Proclamation

RECOMMENDATION:

That the Mayor proclaim Saturday, November 28, 2020 as Small Business Saturday in the City of Kirkland.

BACKGROUND DISCUSSION:

Small Business Saturday was created by American Express during the recession of 2010 to encourage consumers to do more to support small businesses, especially in the holiday season. Small businesses are the backbone of the US economy, contributing about 50 percent of GDP. Most businesses in Kirkland are classified as small businesses.

Now, a decade later, this initiative is more vital than ever. Since the onset of COVID-19 in March 2020, restrictions imposed by local, state and federal governments have presented severe economic hardship for businesses that depend on in-person customer experiences. Small businesses are particularly vulnerable -- the average small business has only enough cash in reserve to remain open for 27 days and have suffered dramatic declines in revenue. Through the Small Business Saturday proclamation, we help amplify the shop local message and shine a spotlight on Kirkland's eclectic, diverse community of small businesses.

Kirkland's Small Business Saturday proclamation also highlights the City's new effort to expand the e-commerce capacity of Kirkland businesses, the Shop Local Kirkland initiative and website www.ShopLocalKirkland.com. The Shop Local Kirkland initiative responds to the economic impacts of COVID-19 on Kirkland's business community and is designed to help local businesses survive and thrive through WA State's Safe Start Plan and beyond. ShopLocalKirkland.com provides a platform to connect Kirkland businesses to consumers and promote the unique goods and services that Kirkland businesses offer. The initiative and website also provide the means for Kirkland businesses to take vital steps toward digital transformation so they can reach and transact with customers in the future.



A PROCLAMATION OF THE CITY OF KIRKLAND

Proclaiming November 28, 2020 as "Small Business Saturday" in Kirkland, Washington

WHEREAS, according to the U.S. Small Business Administration, there are currently 30.7 million small businesses in the United States and small businesses have created 64.9 percent of net new jobs over the past two decades; and

WHEREAS, the onset of Covid-19 in March 2020 and resulting restrictions imposed by local, state and federal governments have presented severe economic hardship for many small businesses;

WHEREAS, the City of Kirkland is dedicated to assisting small businesses recover in the wake of the Covid-19 pandemic, supporting digital, no-contact commerce with the Shop Local Kirkland initiative and web platform www.shoplocalkirkland.com; and

WHEREAS, the City of Kirkland strives to be a community with a diverse economic base of large and small businesses that provide needed goods and services and jobs for its residents; and

WHEREAS, the City of Kirkland believes that small businesses are the cornerstone of our local economy as the majority of businesses located in Kirkland are small businesses with between one to ten employees; and

WHEREAS, Kirkland is comprised of a wealth of unique small businesses including boutique shops, restaurants, and galleries, attracting visitors and tourism revenues from around the region, nation and world while catering to the needs of residents; and

WHEREAS, to support small businesses by ensuring that people working in retail, restaurant, health and other sectors, have places to live in our city, the City of Kirkland has implemented numerous affordable housing initiatives, including policies that require that 10% of new multifamily residential units meet government affordability standards; and

WHEREAS, Kirkland provides free parking to downtown employees to assist them and to help downtown small businesses attract and keep employees; and

WHEREAS, Kirkland's residents support shopping locally, patronizing Kirkland small businesses, and thereby helping to build a stronger, more sustainable community;

NOW, THEREFORE, I, Penny Sweet, Mayor of Kirkland, do hereby proclaim November 28, 2020 as "Small Business Saturday" in Kirkland, Washington and encourage residents to "shop small for big returns" by patronizing small businesses in the community on one of the busiest shopping days of the season.

Signed this 17th day of November, 2020

Penny Sweet, Mayor