

112TH CONGRESS  
1ST SESSION

# S. RES. 320

Designating November 26, 2011, as “Small Business Saturday” and supporting efforts to increase awareness of the value of locally owned small businesses.

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## IN THE SENATE OF THE UNITED STATES

NOVEMBER 10, 2011

Ms. LANDRIEU (for herself, Ms. SNOWE, Mr. KERRY, Mr. BROWN of Massachusetts, Mrs. HAGAN, Ms. AYOTTE, Ms. CANTWELL, Mr. ENZI, Mr. CARDIN, Mr. RISCH, Mr. PRYOR, Mrs. SHAHEEN, Mr. LIEBERMAN, Mr. CARPER, Mr. UDALL of New Mexico, Mr. MERKLEY, Mrs. BOXER, Mr. WYDEN, Mr. TESTER, Mr. BEGICH, Mr. LAUTENBERG, Mr. MENENDEZ, Mr. WEBB, Ms. STABENOW, Mr. BOOZMAN, Mr. BARRASSO, Mr. LUGAR, Mr. ALEXANDER, Ms. COLLINS, Mr. KIRK, Ms. MURKOWSKI, Mr. ROBERTS, and Mr. HOEVEN) submitted the following resolution; which was considered and agreed to

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## RESOLUTION

Designating November 26, 2011, as “Small Business Saturday” and supporting efforts to increase awareness of the value of locally owned small businesses.

Whereas small businesses represent 99.7 percent of all businesses having employees (commonly referred to as “employer firms”) in the United States;

Whereas small businesses employ ½ of the employees in the private sector in the United States;

Whereas small businesses pay 44 percent of the total payroll of the employees in the private sector in the United States;

Whereas small businesses are responsible for more than 50 percent of the private, nonfarm product of the gross domestic product;

Whereas small businesses generated 65 percent of net new jobs during the last 17 years;

Whereas small businesses generate 60 to 80 percent of all new jobs annually;

Whereas small businesses focus on 2 key strategies: deepening relationships with customers and creating value for customers;

Whereas, for every \$100 spent with locally owned, independent stores, \$68 returns to the community through local taxes, payroll, and other expenditures;

Whereas 92 percent of consumers in the United States agree that the success of small businesses is critical to the overall economic health of the United States;

Whereas 93 percent of consumers in the United States agree that small businesses contribute positively to the local community by supplying jobs and generating tax revenue;

Whereas 91 percent of consumers in the United States have small businesses in their community that the consumers would miss if the small businesses closed;

Whereas 99 percent of consumers in the United States agree that it is important to support the small businesses in their community; and

Whereas 90 percent of consumers in the United States are willing to pledge support for a “buy local” movement: Now, therefore, be it

1       *Resolved*, That the Senate—

2               (1) designates November 26, 2011, as “Small  
3       Business Saturday”; and

4               (2) supports efforts—

5                       (A) to encourage consumers to shop lo-  
6       cally; and

7                       (B) to increase awareness of the value of  
8       locally owned small businesses and the impact  
9       of locally owned small businesses on the econ-  
10      omy of the United States.

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