

**FOR IMMEDIATE RELEASE**

Saskatoon, Saskatchewan, October 20, 2016

**Moore Celebrates Small Business Week**

Saskatoon's economy is built upon the diverse and important foundation of locally owned small business. These include the confectionary, the hair salon, the veterinarian operating in our neighbourhoods. They also include the specialty restaurant and pub, the insurance agency and clothing store downtown. And many home-businesses like web designers, app developers, jewelry manufacturers and food truck.

In Saskatoon alone there were 10,659 businesses licensed to operate in 2015, up 46% from 2005. The fastest growing component was the home based business that has more than doubled to 4,483 over the same time period.

The service sector accounts for over ¾ of the businesses with wholesale and retail trade being the largest component. We love to shop!

Small businesses are strongly innovative – not just those in the technology sector – but all small businesses. In a recent survey by CFIB, small businesses have improved existing services, improved internal business processes, created new processes, created new services, improved existing products, and created new products. They are close to their customers and therefore know what they need and work hard to make sure their customers are served. And if they didn't innovate, they wouldn't exist so they know how important it is to understand their customers.

The majority (87%) of small business owners have less than 5 employees and work out of their homes or small commercial spaces. Non-employer businesses account for just over 70% of all small businesses. In Saskatchewan small businesses accounted for about 1/3 of the GDP, 1/3 of Saskatchewan jobs and paid out over \$6 billion in wages and salaries.

Small business owners are active members of their community, coach ball, sponsor teams, sit on parent teacher communities and volunteer for local charities. They sit on boards and committees and contribute time and money to worthwhile causes.

Most small business are not highly profit motivated - approximately 70% of them have a net worth of less than \$500,000. Almost 40% work 50+ hours a week and say it is because they love what they do. If the money is tight, they forgo their paycheque because they understand the value of paying for and keeping great talent. They usually rent their commercial space – and have learned to be very creative with how they manage time and finances. Their families are often volunteers in their businesses and the owners are involved in all aspects of the business leaving little time for extra paperwork.

Because small businesses invest in their communities, our city needs to make sure that not only do we get out of their way, we need to understand and value what they give to our citizens.

We can do that by making it easy to obtain licensing and permits and providing support to ensure their business goals are not delayed (signage approvals, speedy and clear inspections, support through the regulatory processes).

We can also do this by ensuring tax fairness for small businesses and creating economic zones where they can step out of their homes and small offices into commercial space or co-working space to grow their businesses.



We can do this by valuing their contribution and listening to them, working with business associations and BIDS, and by including them in discussion of issues important to them.

During Small Business Week, I especially want to thank all the entrepreneurs in our city for what they provide to us in terms of choice and service. As your Mayor, I am committed to helping City Hall serve you better.

For more information or to discuss this further with Kelley please contact: Campaign Manager Sara Wheelwright or Campaign Coordinator Haven Rees | 306-291-5303 or 291-4449.

***Don't hope for change. Vote for change! Vote Moore on October 26, 2016***

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