



City of Naples

BILL BARNETT
MAYOR

PROCLAMATION

- WHEREAS,** the government of Naples, Florida, celebrates our local small businesses and the contributions they make to our local economy and community; according to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 65.9 percent of net new jobs created from 2000 to 2017, and
- WHEREAS,** small businesses employ 47.5 percent of the employees in the private sector in the United States; and
- WHEREAS,** 90 percent of consumers in the United States say Small Business Saturday has had a positive impact on their community; and
- WHEREAS,** 89 percent of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and
- WHEREAS,** 73 percent of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or; and
- WHEREAS,** the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community (64 percent); and
- WHEREAS,** advocacy groups as well as public and private organizations across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.
- NOW, THEREFORE, I, Bill Barnett,** by virtue of the authority vested in me as Mayor of the City of Naples, Florida, do hereby proclaim Saturday, November 24, 2018 to be designated as

SMALL BUSINESS SATURDAY

in the City of Naples, and urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

IN WITNESS WHEREOF, I have hereunto set my hand this 13th day of September 2018.



Bill Barnett, MAYOR