

Athens - Clarke County

SMALL BUSINESS SATURDAY

WHEREAS, the Unified Government of Athens-Clarke County, Georgia 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 agree that small businesses contribute positively to the local community by supplying jobs and generating tax revenue; 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 family; 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%); and


WHEREAS, the Unified Government of Athens-Clarke County, Georgia supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods; 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, Nancy B. Denson, Mayor of the Unified Government of Athens-Clarke County, Georgia do hereby proclaim, November 24, 2018 as **SMALL BUSINESS SATURDAY** 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 and caused the seal of Athens-Clarke County to be affixed this 24th day of November, 2018.





Mayor Nancy B. Denson
Unified Government of Athens-Clarke County