



Proclamation by the City of Newport, Kentucky Celebrating Small Business Saturday

Whereas, the City of Newport is proud to be home to a number of small businesses ranging in size and age with some having opened their door this year while others have been in business greater than 70, 80, and 100 years; and,

Whereas, the City of Newport, Kentucky recognizes that small businesses craft the local flavor our City is known for; our unique small businesses deliver the products, exceptional service, and experiences that help to construct fond memories visitors to Newport carry with them and it is often our one-of-a-kind small businesses that bring people happily back to Newport; and,

Whereas, the City of Newport, Kentucky, through partnerships, patronage, and promotion, regularly celebrates our local small businesses and the contributions they make to our local economy and community through job creation and boosting the local economy; 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, through increased awareness, Small Business Saturday helps encourage consumers to Shop Small all year long; and

Whereas, 73% 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; and

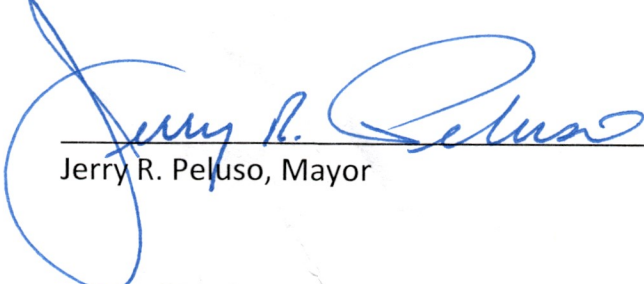
Whereas, advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

Now, therefore, I, Jerry R. Peluso, Mayor of Newport, Kentucky, 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.





Jerry R. Peluso, Mayor