

The City of Monroe



Proclamation

WHEREAS, The City of Monroe, Louisiana celebrates our local businesses which create jobs, boost our local economy, and preserve our communities; and

WHEREAS, Small businesses in the United States employ 47.5 percent of the employees in the private sector and, according to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States which represent 99.7 percent of all U.S. businesses with employees, and which are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

WHEREAS, 90% of consumers in the United States say that *Small Business Saturday* has had a positive impact on their communities; 89% of consumers who are aware of *Small Business Saturday* said that the day encourages them to "Shop Small" all year long; and, 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, Among consumers who are aware of the day, the most reported reason to shop and dine at small, independently-owned businesses is to support their community (64%); 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, JAMES E. MAYO, MAYOR OF THE CITY OF MONROE, LOUISIANA, on behalf of the Monroe City Council, and deem it a pleasure and a privilege to hereby proclaim Saturday, November 24, 2018

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.

Signed and presented this 24th day
of November, 2018, James E. Mayo
MAYOR



OUACHITA PARISH