

Office of the Mayor

Murfreesboro, Tennessee

Proclamation

WHEREAS, the City of Murfreesboro celebrates our local small businesses and the contributions they make to our local economy and community; and wholeheartedly support the Saturday after Thanksgiving as Small Business Saturday on November 24, 2018; and

WHEREAS, 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 and 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% of consumers in the United States say Small Business Saturday has had a positive impact on their community; and

WHEREAS, 89% of consumers who are aware of Small Business Saturday said the day encourages them 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 (64%); and

WHEREAS, an estimated four in 10 American adults shopped or dined small on Small Business Saturday in 2017; and

WHEREAS, Murfreesboro supports Small Business Saturday and our local businesses that create jobs, boost our local economy and preserve our communities; and

WHEREAS, we believe Small Business Saturday is essential to the preservation of the neighborhoods that compose the landscape of the local economy and enrich its unique culture.

NOW, THEREFORE, I, SHANE MCFARLAND, MAYOR, of the City of **MURFREESBORO, TENNESSEE**, do hereby proclaim, November 24, 2018, as

SMALL BUSINESS SATURDAY

and urge the residents of our community 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 this city to be affixed

Mayor Shane McFarland

Date November 24, 2018