



TOWN OF HERNDON, VIRGINIA
PROCLAMATION
RECOGNIZING
SMALL BUSINESS SATURDAY
NOVEMBER 24, 2018

The Town of Herndon celebrates our local small businesses and the contributions they make to our local economy and community. **Small Business Saturday** was created in 2010 and occurs annually during the Saturday after Thanksgiving. It was founded in response to small business owners' most pressing need ~ more customers. Over the past eight years, it has become a renowned, nationwide, celebrated event ~ supported by elected officials, public and private organizations, and advocacy groups.

The Town of Herndon supports our local small businesses that create jobs, boost our economy, preserve our neighborhoods, and foster goodwill in our community. 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 businesses with employees. Small businesses account for 65.9 percent of all net new jobs created from 2000 to 2017, and 90 percent of consumers believe that supporting **Small Business Saturday** positively impacts their community.

Therefore, the Mayor of the Town of Herndon, Virginia, proclaims November 24, 2018, as **Small Business Saturday** in the Town of Herndon, and urges our residents to join with communities across the country in supporting small businesses and merchants ~ not only on **Small Business Saturday** ~ but throughout the year.

Lisa C. Merkel, Mayor
November 24, 2018



For further information about Small Business Saturday, please visit www.ShopSmall.com, or visit Women Impacting Public Policy's website at www.WIPP.org.