

# PROCLAMATION

*WHEREAS*, the government of Appleton, Wisconsin, 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 this 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*, Appleton, Wisconsin supports our local businesses that create jobs, boost our local economy and preserve our communities; 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, BE IT RESOLVED, THAT I, TIMOTHY M. HANNA*, Mayor of the City of Appleton, Wisconsin, do hereby proclaim November 24<sup>th</sup>, 2018, as

## *Small Business Saturday*

in Appleton and urge all 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 sealed this 12<sup>th</sup> day of September, 2018.

  
TIMOTHY M. HANNA  
MAYOR OF APPLETON