

Proclamation

Whereas, the City of Fond du Lac celebrates our local small businesses and the contributions they make to our local economy and community; 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 in the United States and are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

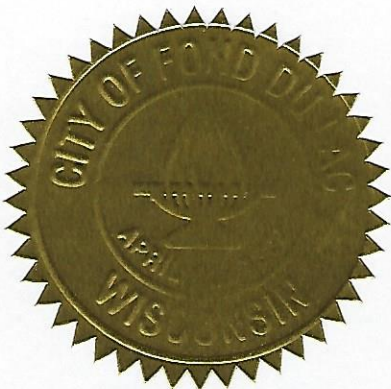
Whereas, small businesses employ 47.5 percent of the employees in the private sector in the United States; and

Whereas, 90 percent of consumers in the United States say Small Business Saturday has had a positive impact on their community; many reporting the day encourages them to Shop Small all year long; and

Whereas, 73 percent 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 City of Fond du Lac would like to support the local businesses that create jobs, boost our local economy, and preserve our neighborhoods by recognizing the Saturday after Thanksgiving as Small Business Saturday.

Now, Therefore, I, Karyn Merkel, President of the Fond du Lac City Council, by my signature affixed, do hereby proclaim November 24, 2018 as "Small Business Saturday" in the City of Fond du Lac and urge the residents of Fond du Lac to support small businesses and merchants on Small Business Saturday and throughout the year.



Dated: October 2018

Karyn Merkel
Fond du Lac City Council