



PROCLAMATION

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, 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, 73% of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family and 89% of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and,

WHEREAS, 90% of consumers in the United States say Small Business Saturday has had a positive impact on their community and the most reported reason for shopping and dining at small, independently-owned businesses was to support their community (64%) and,

WHEREAS, Raleigh, North Carolina celebrates our local small businesses and the contributions they make to our local economy and community by creating jobs and preserving 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, do I, Nancy McFarlane, Mayor of the City of Raleigh, North Carolina, do hereby proclaim November 24, 2018 in the City of Raleigh as

SMALL BUSINESS SATURDAY

IN WITNESS THEREOF, I have hereunto set my hand and caused the Great Seal of the City of Raleigh, North Carolina, to be affixed this 1st Day of November 2018.

Nancy McFarlane
Mayor

