



CITY OF LEBANON
PROCLAMATION
BY THE MAYOR

- WHEREAS,** Small Business Saturday was created in 2010 in response to small business owners' most pressing need: more customers. Falling between Black Friday and Cyber Monday, it is a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country; and
- WHEREAS,** The City of Lebanon 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 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,** Advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.
- NOW, THEREFORE,** I, Bernie Ash, Mayor, of the City of Lebanon, Tennessee, do hereby proclaim Saturday, November 24, 2018 as:

"SMALL BUSINESS SATURDAY"

And urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.




Bernie Ash, Mayor

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the official seal of the City of Lebanon, Tennessee, this 31st day of October 2018.

