



CITY OF STAUNTON, VIRGINIA

# Proclamation

## Small Business Saturday November 24, 2018

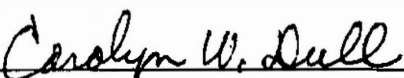
- WHEREAS,** the government of Staunton, Virginia, celebrates our local small businesses and the contributions they make to our local economy and community; and
- WHEREAS,** according to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States, which represent 99.7% of all businesses with employees in the United States and are responsible for 65.9% of the net new jobs created from 2000 to 2017; and
- WHEREAS,** small businesses employ 47.5% 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 reason reported by the most consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community, cited by 64% of consumers; and
- WHEREAS,** Staunton, Virginia 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 PROCLAIMED** by Staunton City Council that November 24, 2018, is hereby designated as

## **Small Business Saturday**

in the City of Staunton, and Staunton City Council urges the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

Adopted this 8<sup>th</sup> day of November, 2018.

  
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**CAROLYN W. DULL, MAYOR**

ATTEST:   
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**CLERK OF COUNCIL**