

proclamation

Small Business Saturday | November 24, 2018

WHEREAS, the government of Winter Park, Florida, 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 which are responsible for 65.9 percent of the 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; and

WHEREAS, 89 percent of consumers who are aware of Small Business Saturday said 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, 64 percent of consumers are aware of the day to shop and dine at small, independently-owned businesses is to support their community; and Winter Park, 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, I, Steve Leary, by virtue of the authority vested in me as Mayor of the City of Winter Park, in the state of Florida, do hereby proclaim the day of **Saturday, November 24, 2018**, as **Small Business Saturday** in the City of Winter Park, Florida, and urge residents as well as communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of Winter Park, Florida, to be affixed this 12th day of November 2018.

A handwritten signature in black ink, appearing to be "Steve Leary", written over a horizontal line.

Steve Leary
Mayor