

*Town of Chapel Hill*

# Proclamation

**WHEREAS**, the Town of Chapel Hill 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 percent of all businesses with employees in the United States and;

**WHEREAS**, small businesses employ 47.5 percent of the employees in the private sector in the United States and are responsible for 65.9 percent of new jobs created over the past 20 years; 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**, Chapel Hill supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods; 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**, we, the Chapel Hill Town Council do hereby proclaim November 24, 2018 as

## ***SMALL BUSINESS SATURDAY***

in Chapel Hill, and urge everyone in our community and across the country to support small businesses and merchants on Small Business Saturday and throughout the year.



**GIVEN UNDER MY HAND AND THE SEAL  
OF THE TOWN OF CHAPEL HILL ON THIS  
THE SIXTH DAY OF NOVEMBER IN THE  
YEAR TWO THOUSAND EIGHTEEN**

*Pam Hemminger*

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