

City of Mequon, Wisconsin Proclamation Celebrating Small Business Saturday

WHEREAS, the City of Mequon, Wisconsin, celebrates its local small businesses and the contributions they make to the 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, representing 99.7 percent of all businesses with employees; 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 Local all year long; and

WHEREAS, 73% of consumers who reportedly Shopped Local 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, Mequon, Wisconsin supports its local businesses that create jobs, boost the local economy and preserve the community; and

WHEREAS public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday;

NOW, THEREFORE, I, Dan Abendroth, Mayor of Mequon, Wisconsin do hereby proclaim, 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.

In witness whereof I have hereunto set my hand and seal this 13th day of November, 2018.



*Dan Abendroth, Mayor
City of Mequon*