



Proclamation

WHEREAS, the government of the City of Concord 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, are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

WHEREAS, small businesses employ over 47.5 percent of the working population in the United States and 89 percent of consumers, who are aware of Small Business Saturday said the day encourages them to Shop Small all year long. Seventy-three percent of consumer 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 to shop small at independently-owned businesses was to support their community (64%). The City of Concord supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods, and 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, Edi Birsan, Mayor of the City of Concord, on behalf of the City Council, do hereby proclaim November 24, 2018 as "Small Business Saturday" in the City of Concord, 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 caused the Seal of the City of Concord to be affixed this 1st day of November, 2018.



Edi Birsan, Mayor
City of Concord