

Office of the Mayor  
Auburn, Alabama

# Proclamation

**Whereas**, the government of Auburn, Alabama, 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 30.7 million small businesses in the United States that represent 99.7% of all firms with paid employees in the United States and are responsible for 64.9% of net new jobs created from 2000 to 2018; and

**Whereas**, small businesses employ 47.3% of the employees in the private sector in the United States; and

**Whereas**, 94% of consumers in the United States value the contributions small businesses make in their community; and

**Whereas**, 96% of consumers who plan to shop on Small Business Saturday® said the day inspires them to go to small, independently-owned retailers or restaurants that they have not been to before or would not have otherwise tried; and

**Whereas**, 92% of companies planning promotions on Small Business Saturday said the day helps their business stand out during the busy holiday shopping season; and

**Whereas**, 59% of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

**Whereas**, the City of Auburn encourages its residents to Shop Auburn this holiday season, supporting our local businesses that create jobs, boost our local economy and preserve our communities; and

**Whereas**, the Downtown Merchants of Auburn encourages holiday shopping to begin with its “Blue Friday” on November 29, 2019; 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, Ron Anders, Jr., Mayor of Auburn, Alabama do hereby proclaim, Friday, November 29, 2019 as

**“BLUE FRIDAY”**

and Saturday, November 30, 2019 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 caused the seal of this city to be affixed*

A handwritten signature in black ink that reads "Ron Anders Jr.".

Ron Anders, Jr.  
Mayor  
November 19, 2019