



PROCLAMATION

WHEREAS, the city of Lakeland, Florida celebrates our local small businesses and the contribution they make to our local economy and community; and

WHEREAS, according to the United States Small Business Administration, there are currently 30.7 million small businesses, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 64.9 percent of net new jobs created from 2000 to 2018; and

WHEREAS, small businesses employ 47.3 percent of the employees in the private sector in the United States; and

WHEREAS, 94% of consumers in the United States say Small Business Saturday has had a positive impact on 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 most reported reason for consumers to shop and dine at small, independently-owned businesses was to support their community; and

WHEREAS, Lakeland, Florida, 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, H. William Mutz, Mayor of the City of Lakeland, do hereby proclaim Saturday, November 30, 2019, as

SMALL BUSINESS SATURDAY

in the city of Lakeland and urge the residents of our community 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 Official Seal of the City of Lakeland to be affixed this 18th day of November 2019.



H. William Mutz, Mayor
Lakeland, Florida