

Proclamation

City of Norcross, Georgia IN RECOGNITION OF SMALL BUSINESS SATURDAY

Whereas, the government of NORCROSS, GEORGIA, celebrates our local small businesses and the contributions they make to our community through the preservation of the neighborhoods that compose the landscape of our local economy and enrich its unique culture; and

Whereas, The Small Business Saturday Coalition, comprised of national, state and local associations that help coordinate activities for Small Business Saturday with small business owners and consumers, saw more than 615 organizations helped spread the Shop Small® message; and

Whereas, among consumers who said they shopped small on the day, 42% reported shopping with family and friends at independently owned businesses, and 83% reported encouraging others to also shop or dine small; and

Whereas, for every dollar spent at a small business in the U.S., approximately 67 cents stays in the local community; and

Whereas, according to the 2018 Small Business Saturday Consumer Insights Survey, 96% of consumers who reported shopping on Small Business Saturday said the day makes them want to Shop Small all year long, not just during the holiday season; and

Whereas, the City of NORCROSS, GEORGIA, 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; and

Now, Therefore, I, Craig L. Newton, Mayor of NORCROSS, GEORGIA, do hereby proclaim, November 30, 2019, as:

SMALL BUSINESS SATURDAY

And encourage the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.



Craig L. Newton, Mayor



Attest: Monique Lang, City Clerk