

Proclamation

WHEREAS, in 2018, U. S. consumers reported spending a record high of an estimated \$17.8 billion at independent retailers and restaurants on Small Business Saturday; and

WHEREAS, on average for every dollar spent at local small businesses 67 cents stays in the local community; and

WHEREAS, the U.S. Senate unanimously passed a resolution designating November 24, 2018, as Small Business Saturday, supporting efforts to encourage consumers to shop locally, increase awareness of the value of locally owned small businesses and highlight these businesses' impact on the U.S. economy; and

WHEREAS, elected officials in all 50 states, Washington D.C., Puerto Rico, and other U.S. territories championed Small Business Saturday; and

WHEREAS, 659 city proclamations in support of Small Business Saturday were issued by mayors and other elected officials covering all 50 states and Washington, D.C.; and

WHEREAS, American Express enlisted the support of nearly 100 large companies, known as Corporate Supporters, to help drive excitement for and promote Small Business Saturday; and

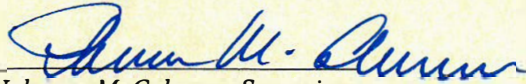
WHEREAS, the Small Business Saturday Coalition, comprised of national, state and local associations that help coordinate activities for Small business Saturday with small business owners and consumers, saw more than 615 organizations help spread the Shop Small message; and

WHEREAS, from November 1 through November 24, there were more than 715,000 social media posts combined on Facebook, Instagram, and Twitter using #Shop Small and or #SmallBizSat; and

NOW, THEREFORE, BE IT RESOLVED, the Town of Lancaster hereby proclaims Saturday, November 30, 2019 as Small Business Saturday.

The Honorable Town Board of the Town of Lancaster

*Adam Dickman, Council Member
Dawn Gaczewski, Council Member
Ronald Ruffino Sr., Council Member
Matthew Walter, Council Member*


Johanna M. Coleman, Supervisor
November 4, 2019

