

Office of the Mayor

Proclamation



Whereas:

Small Business Saturday,
November 30, 2019

WHEREAS, the government of Zanesville, Ohio 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 30.7 million small businesses in the United States who represent 99.7 percent of all businesses with employees in the United States, and they 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 value the contributions small businesses make in their community; and

WHEREAS, 96% of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

WHEREAS, 73% 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

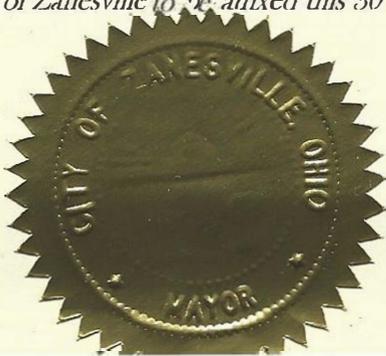
WHEREAS, 59% of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

WHEREAS, Zanesville, Ohio 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, BE IT PROCLAIMED, that I, Jeff Tilton, Mayor of the City of Zanesville, do hereby proclaim November 30, 2019, Small Business Saturday in the City of Zanesville, 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 great seal of the City of Zanesville to be affixed this 30th day of September, in the year of our Lord, Two Thousand Nineteen.





Jeff Tilton, Mayor