



Office of the Mayor
Proclamation

SMALL BUSINESS SATURDAY
November 30, 2019

WHEREAS, the government of the City of Scranton, Pennsylvania, 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; they represent more than 99.7 percent of all firms with paid employees in the United States and 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 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, Scranton Pennsylvania 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, Mayor Wayne E. Evans, Mayor of Scranton, Pennsylvania, do hereby proclaim, 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.

Wayne E. Evans
Mayor

