

Proclamation
Small Business Saturday
November 30th, 2019

WHEREAS, according to the United States Small Business Administration, 30.2 million small businesses are currently operating in the United States; they represent 99.7 percent of all businesses with employees in the United States and are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

WHEREAS, small businesses employ 47.5 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, the City of Clemson, South Carolina supports our local businesses that create jobs, boost our local economy, and preserve our communities; and

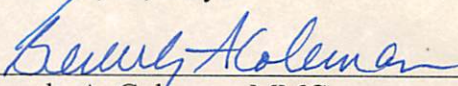
WHEREAS, advocacy groups as well as public and private organizations across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

NOW, THEREFORE, I, J.C. Cook, Mayor of Clemson, South Carolina do hereby proclaim, Saturday, November 30th, 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.

IN WITNESS WHEREOF, I have set my hand and caused the great seal of the City to be affixed this 30th day of September, 2019.





J.C. Cook, III, Mayor


Beverly A. Coleman, MMC