



**TOWN OF HERNDON, VIRGINIA  
MAYORAL PROCLAMATION  
RECOGNIZING  
SMALL BUSINESS SATURDAY  
NOVEMBER 30, 2019**

The Town of Herndon celebrates our local small businesses and the contributions they make to our local economy and community. **Small Business Saturday** was created in 2010 and occurs annually on the Saturday after Thanksgiving. It was founded in response to small business owners' most pressing need ~ more customers. 2019 marks the 10<sup>th</sup> annual Small Business Saturday. Over the past ten years, it has become a renowned event celebrated nationwide ~ supported by elected officials, public and private organizations, and advocacy groups.

The Town of Herndon supports our local small businesses that create jobs, boost our economy, preserve our neighborhoods, and foster goodwill in our community. According to the United States Small Business Administration, there are currently 30.7 million small businesses in the United States, which represent 99.7 percent of all businesses with paid employees. Small businesses account for 64.9 percent of all net new jobs created from 2000 to 2018, and 96 percent of consumers who plan to participate in **Small Business Saturday** reported that the day inspired them to visit small, independently-owned retailers or restaurants they had not been to before, or that they would not have otherwise tried.

Therefore, the Mayor of the Town of Herndon, Virginia, hereby proclaims November 30, 2019, as **Small Business Saturday** in the Town of Herndon, and urges our residents to join with communities across the country in supporting small businesses and merchants ~ not only on **Small Business Saturday** ~ but throughout the year.



Lisa C. Merkel, Mayor  
November 30, 2019

For further information about Small Business Saturday, please visit [www.ShopSmall.com](http://www.ShopSmall.com), or visit Women Impacting Public Policy's website at [www.WIPP.org](http://www.WIPP.org).