

A Resolution Recognizing Small Business Saturday

Whereas, the Cities of Bristol Tennessee and Bristol, Virginia celebrate 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 more 30 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 64 percent of net new jobs created over the past 20 years, and

Whereas, small businesses employ over 49.2 percent of all businesses in the private sector in the United States; and

Whereas, on average, 33 percent of consumers' holiday shopping will be done at small, independently-owned retailers and restaurants; and

Whereas, 70 percent of adult U.S. consumers are aware of Small Business Saturday; and

Whereas, 42 percent of consumers who reportedly shopped at small, independently-owned businesses on Small Business Saturday did so with friends or family, and 83 percent reported encouraging others to also shop or dine small; and


Whereas, among consumers who said they participated on the day, 41 percent reported that they shopped small online on Small Business Saturday; and

Whereas, among companies that were planning promotions on Small Business Saturday, 92 percent said the day helps their business stand out during the busy holiday shopping season; and

Whereas, the Cities of Bristol, Tennessee and Virginia support our local businesses that create jobs, boost our local economy, and preserve our neighborhoods; 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, we, Margaret Feierabend and Neal Osborne, the mayors of Bristol, Tennessee and Virginia do hereby proclaim, November 30, 2019 as Small Business Saturday and encourage the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.


Margaret Feierabend
Mayor, Bristol, Tennessee

Neal Osborne
Mayor, Bristol, Virginia

