



PROCLAMATION

WHEREAS: The United States Small Business Administration estimates that there are currently 30.2 million small businesses operating nationwide, representing 99.9 percent of all American businesses with employees; and

WHEREAS: U.S. small businesses employed 58.9 million people in 2015 – the year in which the most recent data is available. This represents 47.5 percent of all employees in the private sector in the United States; and

WHEREAS: Since American Express first championed the idea in 2010, Small Business Saturday, observed the Saturday after Thanksgiving, encourages holiday shoppers to patronize the small businesses of local entrepreneurs; and

WHEREAS: The movement quickly gained the support of advocacy groups as well as public and private organizations across the country. In 2011, the United States Senate passed a unanimous resolution in support of the day, and by 2012, officials from all 50 states were participating and expressing support for the observance; and

WHEREAS: On average, one-third of consumers' holiday shopping is expected to be done at small, independently-owned retailers and restaurants. In 2017, an estimated 108 million consumers spent roughly \$12 billion with independent merchants on Small Business Saturday; and

WHEREAS: Approximately 90 percent of consumers who participated in a 2017 Consumer Insights Survey said Small Business Saturday has had a positive impact on their communities; and

WHEREAS: By supporting our local businesses, Jacksonville residents are not only contributing to job creation and a boost to our local economy, but also helping these businesses preserve and contribute to more vibrant communities.

NOW, THEREFORE, I, LENNY CURRY, by virtue of the authority vested in me as mayor of Jacksonville, Florida, do hereby proclaim November 24, 2018 as

SMALL BUSINESS SATURDAY

in Jacksonville and encourage all citizens to recognize and support small businesses and merchants on this day and throughout the year.



IN WITNESS THEREOF, this 15th day of November
in the year Two Thousand and Eighteen

MAYOR

CITY OF JACKSONVILLE, FLORIDA