



# PROCLAMATION

ONE CITY. ONE JACKSONVILLE.

**WHEREAS:** The United States Small Business Administration estimates that there are currently 31.7 million small businesses operating nationwide, representing 99.9 percent of all American businesses with employees; and

**WHEREAS:** Small Business Saturday, observed the Saturday after Thanksgiving, highlights the significance of supporting small, independently owned businesses across the country; and

**WHEREAS:** The majority of small businesses reported that they need consumer spending to return to pre-COVID levels by the end of 2020 in order to stay in business and said it would be most helpful to their business to have their "regulars" return to make purchases again; and

**WHEREAS:** Most consumers are currently looking for ways to "Shop Small" to support their community. In 2019, an estimated \$19.6 billion was spent at independent retailers and restaurants on Small Business Saturday and 95 percent of consumers who shopped on Small Business Saturday reported the day makes them want to shop or eat at small, independently-owned businesses all year long, not just during the holiday season; and

**WHEREAS:** The City of Jacksonville recognizes Martin Coffee Company for Small Business Saturday 2020. Martin Coffee Company, is Jacksonville's oldest independent specialty coffee roaster, has been a staple in our community since 1957, and is family-owned and operated by the third generation of the Martin family; and

**WHEREAS:** By supporting our local businesses, Jacksonville residents are not only contributing to job creation and boosting 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 28, 2020 as

## SMALL BUSINESS SATURDAY

in Jacksonville and encourage all citizens to support local small businesses this year's holiday season more than ever, to help create jobs, boost the economy, and keep our community thriving.



IN WITNESS THEREOF, this 20<sup>th</sup> day of November  
in the year Two Thousand Twenty

*Lenny Curry*

MAYOR

CITY OF JACKSONVILLE, FLORIDA