

RESOLUTION DECLARING SATURDAY, NOVEMBER 30, 2019 SMALL BUSINESS
SATURDAY IN THE CITY OF GREENSBORO

WHEREAS, the City of Greensboro, celebrates its local small businesses and the contributions they make to the local economy and community;

WHEREAS, according to the United States Small Business Administration, there are 30.7 million small businesses in the United States, they represent 99.7 percent of all firms with paid employees in the United States, are responsible for 64.9 percent of net new jobs created from 2000 to 2018;

WHEREAS, small businesses employ approximately 47.3 percent of the employees in the private sector in the United States;

WHEREAS, 94 percent of consumers in the United States value the contributions small businesses make in their community;

WHEREAS, 96 percent 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;

WHEREAS, 92 percent of companies planning promotions on Small Business Saturday said the day helps their business stand out during the busy holiday shopping season;

WHEREAS, 59 percent of small business owners said Small Business Saturday contributes significantly to their holiday sales each year;

WHEREAS, the City of Greensboro supports local businesses that create jobs, boost the local economy and preserve communities;

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

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

That it hereby declares Saturday, November 30, 2019, as Small Business Saturday and urges the residents of the community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.