

RESOLUTION DECLARING SATURDAY, NOVEMBER 24, 2018 SMALL BUSINESS  
SATURDAY IN THE CITY OF GREENSBORO

WHEREAS, 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 currently 30.2 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, and are responsible for 65.9 percent of net new jobs created from 2000 to 2017;

WHEREAS, small businesses employ approximately 47.5 percent of the employees in the private sector in the United States;

WHEREAS, about 90 percent of consumers in the United States say Small Business Saturday has had a positive impact on the community;

WHEREAS, an estimated 89 percent of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long;

WHEREAS, approximately 73 percent of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family;

WHEREAS, the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support the community;

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.

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

That it hereby declares Saturday, November 24, 2018, 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.