



Proclamation



SMALL BUSINESS SATURDAY

WHEREAS, the Town of Carrboro, North Carolina celebrates 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 31.7 million small businesses in the United States, they represent 99.7% of firms with paid employees, and they are responsible for 65.1% of net new jobs created from 2000 to 2019; and

WHEREAS, small businesses employ 47.1% of the employees in the private sector in the United States, 88% of U.S. consumers feel a personal commitment to support small businesses in the wake of the pandemic, and 92% of small business owners have pivoted the way they do business to stay open during the pandemic; and

WHEREAS, 97% of Small Business Saturday® shoppers recognize the impact they can make by shopping small, and 85% of them also encourage friends and family to do so, too; and

WHEREAS, 56% of shoppers reported they shopped online with a small business on Small Business Saturday in 2020, and more than 50% of consumers who reported shopping small endorsed a local business on social media or shopped at a local business because of a social media recommendation; and

WHEREAS, the Town of Carrboro supports our local businesses that create jobs, boost our local economy, and preserve our communities; and

WHEREAS, there are over 387 small businesses in Carrboro, making up 96 percent of all business in Carrboro; and

WHEREAS, Carrboro small businesses employ over 2,500 people and provide over \$93 million in payroll; 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, BE IT RESOLVED that I, Lydia E. Lavelle, Mayor of Carrboro, NC, do hereby proclaim Saturday, November 27, 2021, as SMALL BUSINESS SATURDAY in the town of Carrboro. I urge the residents of our community to support small businesses and merchants on Small Business Saturday and throughout the year.

This the 16th day of November, 2021.



Lydia E. Lavelle, Mayor