



# Proclamation



## SMALL BUSINESS SATURDAY

**WHEREAS**, the government 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, and represent 99.7% of firms with paid employees; 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**, 79% of consumers understood the importance of supporting the small businesses in their community on Small Business Saturday and 66% reported that the day makes them want to Shop Small all year long; and

**WHEREAS**, 58% of shoppers reported they shopped online with a small business on Small Business Saturday in 2021; and

**WHEREAS**, Carrboro, North Carolina supports our local businesses that create jobs, boost our local economy, and preserve our communities; and

**WHEREAS**, there are over 399 small businesses in Carrboro, making up 97 percent of all business in Carrboro; and

**WHEREAS**, Carrboro small businesses employ 2,550 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**, I, Damon Seils, Mayor of Carrboro, North Carolina do hereby proclaim, November 26, 2022, as:

### *SMALL BUSINESS SATURDAY*

**AND** urge the residents of our community and county, to support small and local businesses on Small Business Saturday and throughout the year.

This the 15<sup>th</sup> day of November, 2022.



Damon Seils, Mayor