



Proclamation



SMALL BUSINESS SATURDAY

WHEREAS, according to the United States Small Business Administration, there are 31.7 million small businesses in the United States, they represent 99.9% of all firms with paid employees in the United States, 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, 62% of U.S. small businesses reported that they need to see consumer spending return to pre-COVID levels by the end of 2020 in order to stay in business, 65% of U.S. small business owners said it would be most helpful to their business to have their “regulars” return and start making purchases again, and three-quarters of U.S. consumers are currently looking for ways to Shop Small and support their community; and

WHEREAS, 96% of consumers who shopped on Small Business Saturday agree that shopping at small, independently-owned businesses supports their commitment to making purchases that have a positive social, economic, and environmental impact and 97% of consumers who shopped on Small Business Saturday agree that small businesses are essential to their community; and

WHEREAS, 95% 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, there are over 385 small businesses in Carrboro, making up 95% of all businesses in Carrboro;

WHEREAS, the Town of Carrboro historically has supported efforts to support our small businesses, these efforts are bolstered in Town’s Local Living Economy Task Force report, and as by efforts to address the Covid-19 pandemic this year with emergency loan funds for businesses and non-profits; allowing flexibility in outdoor seating, signage, and parking; and other efforts to partner with small businesses in Carrboro during this uncertain time; and

WHEREAS, this year, more than ever, supporting our local businesses is even more necessary to their survival; support is easily accomplished in-person or virtually, and by purchase of items or by gift cards for future use; and

WHEREAS, advocacy groups across the country, including the Carrboro Business Alliance, have endorsed the Saturday after Thanksgiving as Small Business Saturday.

NOW, THEREFORE, BE IT RESOLVED that I, Lydia E. Lavelle, Mayor of Carrboro, North Carolina, do hereby proclaim Saturday, November 28, 2020, as **SMALL BUSINESS SATURDAY** in the Town of Carrboro. I urge all Carrboro residents to make an extra effort to support our local businesses in Carrboro on this day, especially during this challenging year.



Lydia E. Lavelle, Mayor