



# A PROCLAMATION

BY THE MAYOR OF THE CITY OF SMYRNA

**In Recognition of Small Business Saturday  
November 28, 2020**

**Whereas:** the government of Smyrna, Georgia 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 30.7 million small businesses in the United States which represent 99.7% of all firms with paid employees in the United States, and are responsible for 64.9% of net new jobs created from 2000 to 2018; and

**Whereas:** small businesses employ 47.3% 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:** Smyrna, Georgia supports our local businesses that create jobs, boost our local economy, and preserve our communities; and

**Whereas:** advocacy groups, as well as public & private organizations across the country have endorsed the Saturday after Thanksgiving as *Small Business Saturday*; NOW

**Therefore:** I, Derek Norton, Mayor of the City of Smyrna, Georgia do hereby proclaim November 28, 2020, as *Small Business Saturday* and urge the residents of our community, and communities across the country, to support small businesses and merchants on *Small Business Saturday* and throughout the year.

*In Witness Whereof, I have herunto set my hand and caused the Seal of the City of Smyrna to be affixed upon this 16th day of November in the year of Our Lord 2020.*

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Mayor

Derek Norton

