

*Office of the Mayor*  
*City of Fayetteville*  
**Proclamation**



**WHEREAS:** Fayetteville, Arkansas, 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 99.9% 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:** Fayetteville, Arkansas supports our local businesses that create jobs, boost our local economy and preserve our communities, and

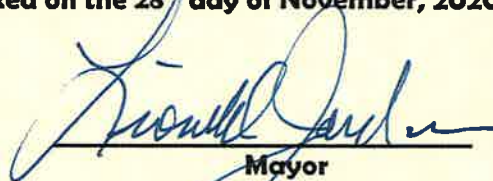
**WHEREAS:** advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

**NOW THEREFORE, I, Lioneld Jordan, Mayor of the City of Fayetteville, Arkansas do hereby proclaim November 28, 2020 as**

**"SMALL BUSINESS SATURDAY"**

**in Fayetteville, Arkansas 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 hereunto set my hand and caused the Seal of the City of Fayetteville, Arkansas to be affixed on the 28<sup>th</sup> day of November, 2020.**

  
\_\_\_\_\_  
Mayor

**Attest:**

  
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City Clerk

