

# PROCLAMATION



## "SMALL BUSINESS SATURDAY" NOVEMBER 28, 2020



**WHEREAS**, the City of Dalton celebrates our local small businesses and the contributions they make to our local economy and community; and

**WHEREAS**, according to the United States Small Business Administration, there are 31.7 million small businesses in the United States that employ 47.1% of the employees in the private sector; and

**WHEREAS**, 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 and it would be most helpful to their business to have their "regulars" return and start making purchases again; and

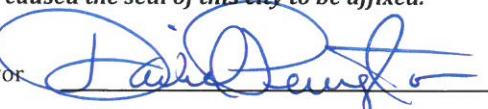
**WHEREAS**, 96% of consumers who shopped on Small Business Saturday agree that shopping at small, independently-owned businesses supports their commitment to making purchases that have a positive social, economic, and environmental impact and 97% of consumers who shopped on Small Business Saturday agree 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**, 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 REOLVED**, I, David Pennington, Mayor of the City of Dalton, Georgia hereby proclaim November 28, 2020, as "**SMALL BUSINESS SATURDAY**" and urge our citizens 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 this city to be affixed.*

Mayor 

Date November 2, 2020