



# PROCLAMATION *of the* TOWN OF KNIGHTDALE

## **SMALL BUSINESS SATURDAY**

**WHEREAS**, the Town of Knightdale celebrates our 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 34.7 million small businesses in the United States; and

**WHEREAS**, small businesses represent 99.7% of firms with paid employees, are responsible for 61.1% of new jobs created since 1995, and employ 45.9% of the employees in the private sector in the United States, and

**WHEREAS**, 68 cents of every dollar spent at a small business in the U.S. stays in the local community and every dollar spent at small businesses creates an additional 48 cents in local business activity; and

**WHEREAS**, 59% of U.S. consumers aware of Small Business Saturday shopped or ate at a small, independently owned retailer or restaurant on Small Business Saturday 2023; and

**WHEREAS**, the Town of Knightdale 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, Jessica Day, Mayor of Knightdale, North Carolina, do hereby proclaim, November 30, 2024, 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 Shop Small throughout the year.

This the 20<sup>th</sup> day of November, 2024

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Jessica Day, Mayor

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Heather M. Smith, Town Clerk