



# *Proclamation*

**WHEREAS**, the City of Gastonia 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 34.7 million small businesses in the United States, small businesses represent 99.7% of firms with paid employees, small businesses are responsible for 61.1% of net new jobs created since 1995, and small businesses 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 as a result of employees and local businesses purchasing local goods and services; 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 City of Gastonia, North Carolina, 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, Richard Franks, Mayor of City of Gastonia, North Carolina and Gastonia City Council, 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 – celebrating its 15<sup>th</sup> year in 2024 – and Shop Small throughout the year.

**IN WITNESS THEREOF**, I have hereunto set my hand and caused the seal of the City of Gastonia to be affixed, this the 19<sup>th</sup> day of November in the year of our Lord two thousand and twenty-four.

\_\_\_\_\_  
Richard Franks, Mayor

ATTEST:

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Suzanne J. Gibbs, City Clerk