



A PROCLAMATION

BY THE MAYOR OF THE CITY OF SMYRNA

In Recognition of Shop Smyrna Saturday and Small Business Saturday November 30, 2024

Whereas: the City of Smyrna, Georgia 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 United States 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: Small Business Saturday is celebrating its 15th year in 2024; and

Whereas: the Smyrna Business Association sponsors and promotes a local version of Small Business Saturday known as Shop Smyrna Saturday on the Saturday after Thanksgiving; and

Whereas: Smyrna, Georgia supports our local businesses that create jobs, boost our local economy, and preserve our communities; NOW,

Therefore: I, Derek Norton, Mayor of the City of Smyrna, Georgia do hereby proclaim November 30, 2024, as *Shop Smyrna Saturday and Small Business Saturday* and urge the residents of our community to support small businesses and merchants on Saturday, November 30th and Shop Small throughout the year.

In Witness Whereof, I have hereunto set my hand and caused the Seal of the City of Smyrna to be affixed upon this 18th day of November in the year of Our Lord 2024.



Derek Norton
Mayor

Derek Norton