



## AGENDA ITEM COVER SHEET

PRESENTATION

No. 01

Meeting Date: November 21, 2017  
Requesting Department: Economic Development  
Presenter(s): Mayor Olive

### ITEM DESCRIPTION *(Brief)*

Reading of Proclamation to deem Saturday, November 25, 2017 as "Small Business Saturday" in the Town of Apex.

### ITEM DETAIL *(Expanded from Item Description)*

Approval Recommended? By:

Across the nation, advocacy groups as well as public and private organizations are endorsing November 25, 2017, the Saturday after Thanksgiving, as "Small Business Saturday."

The purpose is to 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.

### ATTACHMENTS *(Number items if more than one)*

- 1.) Small Business Saturday Proclamation

TOWN OF APEX  
NORTH CAROLINA

*Proclamation*

**Small Business Saturday 2017**

*from the Office of the Mayor*

**Whereas**, the government of Apex, North Carolina 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 currently 29.6 million small businesses in the United States, they represent 99.9 percent of American employer firms, create more than two-thirds of the net new jobs, and generate 46 percent of private gross domestic product, as well as 54 percent of all US sales; and

**Whereas**, small businesses employ over 55 percent of the working population in the United States; and

**Whereas**, 89 percent of consumers in the United States agree that small businesses contribute positively to the local community by supplying jobs and generating tax revenue; and

**Whereas**, 87 percent of consumers in the United States agree that small businesses are critical to the overall economic health of the United States; and

**Whereas**, 93 percent of consumers in the United States agree that it is important for people to support the small businesses that they value in their community; and

**Whereas**, Apex, North Carolina supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods; 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, Lance Olive, Mayor of Apex, North Carolina do hereby proclaim, November 25, 2017, as **SMALL BUSINESS SATURDAY**, and I 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.

I hereby set my hand and have caused the Seal of the Town of Apex,  
North Carolina, to be affixed this the 21st day of November 2017

Lance Olive, Mayor