

# **Proclamation of the Munster Town Council**

## **A Proclamation Recognizing Small Business Saturday**

**WHEREAS**, the Munster Town Council 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 30.7 million small businesses in the United States, they represent 99.7% of all firms with paid employees in the United States, are responsible for 64.9% of net new jobs created from 2000 to 2018; and

**WHEREAS**, small businesses employ 47.3% of the employees in the private sector in the United States, 62% of U.S. 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, 65% of U.S. small business owners said it would be most helpful to their business to have their “regulars” return and start making purchases again, and three-quarters of U.S. consumers are currently looking for ways to Shop Small® and support their community; 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**, the Town of Munster 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**, The Munster Town Council do hereby proclaim, November 28, 2020, 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 throughout the year.

**PASSED AND ADOPTED** by the Town Council of the Town of Munster, Lake County, Indiana, this 16<sup>th</sup> day of November 2020 by a vote of five in favor and none opposed.

**TOWN COUNCIL OF THE TOWN OF  
MUNSTER, LAKE COUNTY, INDIANA**

---

**Lee Ann Mellon, President**

**ATTEST:**

---

**Wendy Mis, Clerk-Treasurer**