

Proclamation

WHEREAS, the Town of Chapel Hill values our local small businesses and the contributions they make to our local economy and community; and

WHEREAS, according to the U.S. Small Business Administration's Office of Advocacy, there are approximately **36.2 million** small businesses in the United States, accounting for **99.9%** of all U.S. firms; and

WHEREAS, small businesses employ about **62.3 million Americans**, representing **45.9%** of U.S. employees; and

WHEREAS, between March 2023 and March 2024, U.S. small businesses created a net increase of **1.2 million jobs**, accounting for **88.9%** of total net job creation in that period; and

WHEREAS, Chapel Hill is home to over **9,400 businesses**, many of which are small and locally owned, contributing to the vibrant character of our downtown and neighborhoods; and

WHEREAS, local spending remains powerful: research shows that a significant share of money spent at small businesses stays in the local community, fueling further economic activity; and

WHEREAS, since its establishment in 2010—and with the support of the U.S. Small Business Administration beginning in 2011—Small Business Saturday has become a nationally recognized tradition that strengthens local economies during their most active shopping season; and

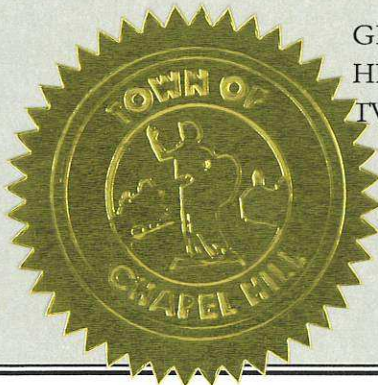
WHEREAS, the Town of Chapel Hill supports our local businesses, which create jobs, boost our local economy, and strengthen community ties; and

NOW, THEREFORE, we, the Mayor and Town Council of Chapel Hill, do hereby proclaim Saturday, November 29, 2025, as

Small Business Saturday

in Chapel Hill and urge the residents of our community — and communities across the country — to support small businesses on Small Business Saturday and to *Shop Small* throughout the year.

GIVEN UNDER MY HAND AND THE SEAL OF THE TOWN OF CHAPEL HILL, ON THIS THE NINETEENTH DAY OF NOVEMBER IN THE YEAR TWO THOUSAND TWENTY-FIVE.



A handwritten signature in black ink, appearing to read "Jean A. Alvarado".