

The Council Chambers  
City Hall  
Portsmouth, New Hampshire

A Proclamation

- Whereas:** The City of Portsmouth celebrates our small businesses and the contributions they make to our local economy and community; and
- Whereas:** According to the Small Business Administration definition, 99% of all Portsmouth businesses are “small” – having 500 or fewer employees; and
- Whereas:** Small businesses with fewer than 50 employees make up 46% of the Portsmouth workforce; 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 generates an additional 48 cents in local economic activity as those business owners and employees purchase local goods and services; and
- Whereas:** Research shows that 79% of consumers understand the importance of supporting the small businesses in their community on Small Business Saturday®, that 70% report the day makes them want to encourage others to shop at independently-owned stores and 66% report that the day makes them want to Shop Small all year long;
- Whereas:** Portsmouth New Hampshire residents and visitors are champions of our local businesses that create jobs, boost our local economy and help preserve the vibrancy of our community.

Now, therefore, I, Deaglan McEachern, Mayor of the City of Portsmouth, on behalf of the members of the City Council and the citizens of Portsmouth, do hereby proclaim, November 30, 2024, as:

***Small Business Saturday***

**And** urge the residents of our community to join with communities across the country to support small businesses and merchants on Small Business Saturday and throughout the year.



Given with my hand and the  
Seal of the City of Portsmouth,  
on this 18th day of November 2024.

A handwritten signature in black ink, appearing to read 'Deaglan McEachern', is written over a horizontal line.

Deaglan McEachern, Mayor of Portsmouth