

**The Council Chambers
City Hall
Portsmouth, New Hampshire**

A Proclamation

- Whereas:** The City of Portsmouth celebrates our local 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:** Research shows that 79% of consumers understand the importance of supporting the small businesses in their community on Small Business Saturday®, 70% report the day makes them want to encourage others to Shop Small® at independently owned retailers and 66% report that the day makes them want to Shop Small all year long; and
- Whereas:** Portsmouth NH 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 citizens of Portsmouth, do hereby proclaim November 25, 2023, in Portsmouth as

Small Business Saturday

and call upon the residents of Portsmouth to shop locally in support of our neighbors and businesses who make Portsmouth thrive.



Given with my hand and the
Seal of the City of Portsmouth,
on this 20th day of November 2023


Deaglan McEachern, Mayor of Portsmouth