



Borough of Lewisburg

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MAYORAL PROCLAMATION

“Recognizing Shop Small Saturday”

WHEREAS, small businesses are the backbone of Lewisburg—our favorite cafés, boutiques, bookshops, bakeries, galleries, and service providers that make every stroll downtown feel like coming home; and

WHEREAS, across the United States, small businesses make up 99.9% of all businesses and employ nearly half of the private workforce, driving innovation, resilience, and opportunity; and

WHEREAS, in rural communities like ours, small businesses generate **two-thirds of new jobs**, keep local dollars circulating within the region, and ensure that unique, homegrown character continues to define our Main Streets; and

WHEREAS, Shop Small Saturday, celebrated nationwide on the Saturday after Thanksgiving, reminds us to skip the online cart and fill our hearts instead with local love; and

WHEREAS, Lewisburg's Downtown Partnership, Susquehanna River Valley Visitors Bureau, SEDA-COG, Small Business Development Center, and local banks work tirelessly to support entrepreneurs, revitalize our Main Street, and ensure that our small businesses continue to thrive; and

WHEREAS, our coffee shops—proof that the Coffee Capital of the Commonwealth runs on both caffeine and community—serve as gathering spots where ideas are brewed, connections are made, and the local economy stays energized one latte at a time; and

WHEREAS, our downtown is more than a collection of shops—it's the heart of our community, a place where people come together not only to shop, but to share meals, enjoy the arts, and take part in the outdoor recreation that defines life in the Susquehanna River Valley; and

WHEREAS, without a vibrant Main Street filled with small shops, our community would not thrive, and the unique character of Lewisburg would lose its heartbeat;

NOW, THEREFORE, I, Kendy Alvarez, Mayor of the Borough of Lewisburg, do hereby proclaim November 30, 2025, as Shop Small Saturday in the Borough of Lewisburg and encourage all residents and visitors to eat, sip, shop, and stroll through our vibrant downtown—because when we shop small, we keep the heart of our community beating strong.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the Borough of Lewisburg to be affixed this 30th day of November, 2025.

A handwritten signature in blue ink, appearing to read 'Kendy Alvarez', with a stylized, flowing script.

Kendy Alvarez
Mayor, Borough of Lewisburg
November 18, 2025