




PROCLAMATION

Office of the Mayor

SMALL BUSINESS SATURDAY

 **WHEREAS:** Middletown, NJ 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 currently 28.8 million small businesses in the U.S., they represent 99.7 percent of all businesses with employees in the country, and are responsible for 63 percent of net new jobs created over the past 20 years; and

WHEREAS: Small businesses employ over 48 percent of all businesses with employees in the United States; and

WHEREAS: 93 percent of consumers in the United States agree that it is important for people to support the small businesses that they value in their community; and

WHEREAS: 89 percent of consumers in the United States agree that small businesses contribute positively to the local community by supplying jobs and generating tax revenue; and

WHEREAS: Advocacy groups, as well as public and private organizations across the country, have endorsed the Saturday after Thanksgiving as Small Business Saturday; and

WHEREAS: 76 percent of all consumers plan to go to one or more small business as part of their holiday shopping; and

WHEREAS: Middletown, NJ supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods. Now

THEREFORE: I, Mayor Kevin M Settembrino and the Middletown Township Committee, do hereby proclaim November 24, 2018, as **SMALL BUSINESS SATURDAY** in Middletown 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.

*Given, under my hand and the Great Seal of the Township of Middletown,
this 15th day of October in the year two thousand eighteen*

Mayor Kevin M Settembrino