



OFFICE OF THE MAYOR
CITY OF CAMDEN
NEW JERSEY

PROCLAMATION

IN RECOGNITION OF

Small Business Saturday

WHEREAS, on Saturday, November 30, 2019, the City of Camden and Office of the Mayor join Woman Impacting Public Policy and the Small Business Coalition in celebrating its 10th Annual "Small Business Saturday"; and

WHEREAS, Small Business Saturday is an annual shopping day tradition founded by American Express that occurs every year between Black Friday and Cyber Monday. The event supports local businesses and encourages people to shop small, and bring more holiday shopping to small businesses; and

WHEREAS, in 2018, U.S. consumers reported spending a record high of an estimated \$17.8 billion at independent retailers and restaurants on Small Business Saturday. Over the years, Small Business Saturday spending has now reached a reported estimate of \$103 billion since 2010 in nine days alone; and

WHEREAS, supporting Small Business Saturday is essential to preserving the economy and doing so will enrich our local community. The City of Camden fully supports its small business districts and encourages new business development within its borders;

NOW, THEREFORE, I, Francisco "Frank" Moran, Mayor of the City of Camden, do hereby recognize the contributions of small business to our economy and further support "Small Business Saturday" and do urge all residents of our City to participate and shop small and local.

Honorable Francisco "Frank" Moran, Mayor
Saturday, November 30, 2019

