



PROCLAMATION

Office of the Mayor

10th ANNUAL SMALL BUSINESS SATURDAY

WHEREAS: Middletown, NJ celebrates our local small businesses and the contributions they make to our economy and community. According to the United States Small Business Administration, there are currently 30.2 million small businesses in the U.S., representing 99.7 percent of all businesses with employees in the country, and are responsible for 65.9 percent of net new jobs created over the past 20 years; and



WHEREAS: Small businesses employ 47.5 percent of all businesses with employees in the private sector in the United States; and

WHEREAS: 94 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: Advocacy groups, as well as public and private organizations across the country, have endorsed the Saturday after Thanksgiving as Small Business Saturday; and

WHEREAS: 96 percent of consumers who plan to shop on Small Business Saturday said the day inspires them to go to small, independently-owned retailers or restaurants that they have not been to before or would not otherwise have tried; and

WHEREAS: 92 percent of companies planning promotions on Small Business Saturday said the day helps their business stand out during the busy holiday shopping season and 59 percent of small business owners said it contributes significantly to their holiday sales each year; and

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

THEREFORE: I, Mayor Tony Perry and the Middletown Township Committee, do hereby proclaim **November 30, 2019** 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 21st day of October in the year two thousand nineteen*

Mayor Tony Perry

