

2019-63  
RESOLUTION  
PROCLAIMING NOVEMBER 30, 2019  
SMALL BUSINESS SATURDAY  
IN THE TOWN

- WHEREAS: The government of Middletown, Rhode Island, 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 30.2 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, and
- WHEREAS: Seventy percent of United States consumers are aware of Small Business Saturday, and
- WHEREAS: Forty-Two percent of consumers who reportedly shopped small at independently-owned retailers and restaurants on Small Business Saturday, did so with friends or family, and
- WHEREAS: Eighty-three percent of consumers reported encouraging others to also shop or dine small, and
- WHEREAS: Among consumers who said they participated on the day, forty-one percent reported that they shopped small online on Small Business Saturday, and
- WHEREAS: Companies that were planning promotions on Small Business Saturday, Ninety-two percent said the day helps their business stand out during the busy holiday shopping season, and
- WHEREAS: The most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community, and
- WHEREAS: The Town of Middletown supports our local businesses that create jobs, boost our local economy and preserve our communities, and
- WHEREAS: Advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.
- WHEREAS: The Town wishes to participate in Small Business Saturday as a way to showcase our vibrant small business community, and to encourage businesses to take part in promotional, and cross-promotional activities.

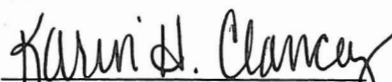
NOW THEREFORE, BE IT


- RESOLVED: The Town Council of the Town of Middletown, on behalf of all its citizens, proclaims November 30, 2019 as Small Business Saturday in the Town, 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.


IN WITNESS WHEREOF, we have hereunto set our hand and caused the seal of the Town of Middletown to be affixed this 7<sup>th</sup> Day of October 2019.  
A.D.

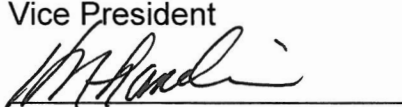
OCT -7 2019


READ AND PASSED BY COUNCIL

  
Karin H. Clancey, CMC  
Deputy Town Clerk


  
Robert J. Sylvia, President  
Middletown Town Council

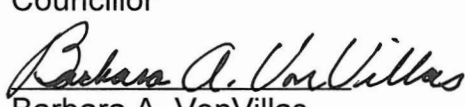
  
Paul M. Rodrigues  
Vice President

  
Henry F. Lombardi, Jr.  
Councillor

  
Dennis B. Turano  
Councillor

  
Terri Flynn  
Councillor

  
M. Theresa Santos  
Councillor

  
Barbara A. VonVillas  
Councillor