



Office of the
MAYOR
City of Newark, New Jersey

Proclamation

SMALL BUSINESS SATURDAY
November 30, 2018

WHEREAS: **SMALL BUSINESSES** are one of the major economic powers in the United States generically and the City of Newark specifically. Individually their economic footprint is small, but together, they have immense impact. **SMALL BUSINESSES** employ 47 percent of the employees in the private sector across the nation; and

WHEREAS: **SMALL BUSINESSES** see some of their greatest activity on the Saturday following Thanksgiving. 70 percent of adult consumers are aware of the day, and 42 percent of those who shop at such retailers do so with friends and family; and

WHEREAS: **SMALL BUSINESS SATURDAY** was created in 2010 with the support of American Express to draw attention to **SMALL BUSINESSES**, Last year more than 59 percent of **SMALL BUSINESSES** reported that the day contributed to their holiday sales each year; and

WHEREAS: **SMALL BUSINESS SATURDAY** is an opportunity for Newark residents and visitors to support our city's economy and strengthen our entrepreneurs, empower our workers, and create a more equitable Newark by making holiday purchases at **SMALL BUSINESSES**; and

WHEREAS: As Mayor of Newark, I salute **SMALL BUSINESS SATURDAY**, salute the many entrepreneurs and workers in our **SMALL BUSINESSES** and urge Newark's visitors and residents alike to patronize these establishments today.

NOW, THEREFORE, I, RAS J. BARAKA, MAYOR OF THE CITY OF NEWARK, NEW JERSEY, do hereby recognize:

SMALL BUSINESS SATURDAY

and I urge all residents, employees, and visitors in the City of Newark to join me in this special tribute to **SMALL BUSINESS SATURDAY**.

SIGNED: _____


RAS J. BARAKA, MAYOR

