

Proclamation

WHEREAS, the Township Committee of the Township of Cranford, New Jersey, 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 more than 99.7 percent of American employer firms and are responsible for creating 65.9 percent of net new jobs created from 2000 to 2017; and

WHEREAS, small businesses employ 47.5 percent of employees in the private sector in the United States; and

WHEREAS, 90 percent of all consumers believe that supporting small, independently-owned restaurants and bars will have a positive impact on their community; and

WHEREAS, 83 percent of all consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

WHEREAS, 42 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, 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 Township of Cranford, State of New Jersey 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.

NOW, THEREFORE, the Township Committee of the Township of Cranford, New Jersey does hereby proclaim, November 30, 2019, as ***SMALL BUSINESS SATURDAY*** 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.

Issued this 26th day
of the
Month of November 2019



Patrick Giblin
Mayor