



# PROCLAMATION

## OFFICE OF THE MAYOR

15<sup>th</sup> Annual Small Business Saturday  
November 30, 2024



- WHEREAS:** Middletown, NJ celebrates our local small businesses and the contributions they make to our economy and community. During national Small Business Saturday, we celebrate the resolve and ingenuity of American businesses, entrepreneurs, and workers; and
- WHEREAS:** Small businesses create jobs, boost our local economy, and preserve our communities. According to the United States Small Business Administration, there are 34.7 million small businesses in the United States. Small businesses represent 99.7 percent of firms with paid employees, are responsible for 61.1 percent of net new jobs created since 1995, and employ 45.9 percent of private sector employees in the United States; and
- WHEREAS:** Sixty-eight cents of every dollar spent at a small business in the United States stays in the local community. Every dollar spent at small businesses creates an additional 48 cents in local business activity as a result of employees and local businesses purchasing local goods and services; 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:** Fifty-nine percent of U.S. consumers aware of Small Business Saturday shopped or ate at a small, independently-owned retailer or restaurant in 2023; and
- WHEREAS:** Middletown recognizes the immeasurable challenges small-business owners face and the important roles they play in the United States. The Township is committed to investing in small-business owners, and therefore advancing solutions that make it easier for them to exceed their goals. Now,
- THEREFORE:** I, Mayor Tony Perry and the Middletown Township Committee, do hereby recognize November 30, 2024 as **Small Business Saturday** in the Township of 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 eighteenth day of November in the year two thousand twenty-four*

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Mayor Tony Perry