



# PROCLAMATION

## OFFICE OF THE MAYOR

12<sup>th</sup> Annual Small Business Saturday  
November 27, 2021



- 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:** This year, as we continue to recover from an unprecedented pandemic, Middletown continues to dedicate its resources to supporting our small businesses. Ninety-two percent of small-business owners have pivoted the way they conduct business to stay open throughout the pandemic. Middletown recognizes the immeasurable challenges small-business owners have faced and the important roles they play in the United States; and
- WHEREAS:** Our nation's more than 31 million small businesses, which employ nearly half the private-sector workforce and create approximately two-thirds of all new net jobs, are the key to propelling our economy; and
- WHEREAS:** Ninety-seven percent of Small Business Saturday shoppers agree that shopping small makes a large impact by supplying jobs and generating tax revenue in local communities. Fifty-six percent of consumers admitted that they shopped online with a small business on Small Business Saturday in 2020, and more than half of them promoted the small businesses on social media; 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:** Middletown 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 proclaim November 27, 2021 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 15<sup>th</sup> day of November in the year two thousand twenty one*

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Mayor Tony Perry