



# PROCLAMATION

## OFFICE OF THE MAYOR

13<sup>th</sup> Annual Small Business Saturday  
November 26, 2022



**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:** According to the United States Small Business Administration, there are 32.5 million small businesses in the United States. Small businesses represent 99.7 percent of firms with paid employees, are responsible for 62 percent of the new net jobs created since 1995, and employ approximately half of the employees in the private sector in the United States; and

**WHEREAS:** Small businesses create jobs, boost our local economy, and preserve our communities. Seventy-nine percent of consumers understand the importance of supporting their local small businesses on Small Business Saturday, 70 percent report that the day makes them want to encourage others to Shop Small® and from independently-owned retailers, and 66 percent report that the day makes them want to Shop Small® all year long; and

**WHEREAS:** Fifty-eight percent of shoppers said they shopped online with a small business and 54 percent reported they dined or ordered takeout from a small restaurant, bar, or café on Small Business Saturday in 2021; 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 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 26, 2022 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 twenty-first day of November in the year two thousand twenty-two*

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Mayor Tony Perry