

Proclamation



CITY OF NORTHAMPTON
COMMONWEALTH OF MASSACHUSETTS

SMALL BUSINESS SATURDAY NOVEMBER 26, 2022

WHEREAS the government of Northampton, Massachusetts, celebrates our local small businesses and the contributions they make to our local economy and community; 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% of firms with paid employees, small businesses are responsible for 62% of net new jobs created since 1995, and small businesses employ 46.8% of the employees in the private sector in the United States; and

WHEREAS, 79% of consumers understand the importance of supporting the small businesses in their community on Small Business Saturday®, 70% report the day makes them want to encourage others to Shop Small®, independently-owned retailers, and 66% report that the day makes them want to Shop Small all year long; and

WHEREAS, 58% of shoppers reported they shopped online with a small business and 54% reported they dined or ordered takeout from a small restaurant, bar, or café on Small Business Saturday in 2021; and

WHEREAS, the City of Northampton 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; and so

NOW,
THEREFORE, I, Gina-Louise Sciarra, Mayor of Northampton, Massachusetts, do hereby proclaim November 26, 2022 as

SMALL BUSINESS SATURDAY

in the City of Northampton, and I 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.

IN WITNESS WHEREOF, I have set my hand and imprinted the seal of the City of Northampton on this 26th day of November 2022.




Mayor Gina-Louise Sciarra