

PROCLAMATION



City of Northampton
Commonwealth of Massachusetts

SMALL BUSINESS SATURDAY NOVEMBER 30, 2024

WHEREAS the City of Northampton, Massachusetts, celebrates its 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 33 million small businesses in the United States, small businesses represent 99.7% of firms with paid employees, small businesses are responsible for 62.7% of net new jobs created since 1995, and small businesses employ 46.4% of the employees in the private sector in the United States; and

WHEREAS, 72% of consumers reported that Small Business Saturday 2022 made them want to shop and dine at small, independently-owned retailers and restaurants all year long; and

WHEREAS, the City of Northampton supports its local businesses that create jobs, boost the 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 30, 2024, 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 30th day of November 2024.




Mayor Gina-Louise Sciarra