

# Proclamation



CITY OF NORTHAMPTON  
COMMONWEALTH OF MASSACHUSETTS

## SMALL BUSINESS SATURDAY NOVEMBER 28<sup>th</sup>, 2020

*WHEREAS*, the City of Northampton celebrates our local small businesses and the contributions they make to our local economy and community; according to the United States Small Business Administration, there are 31.7 million small businesses in the United States, they represent 99.9% of all firms with paid employees in the United States, are responsible for 65.1% of net new jobs created from 2000 to 2019; and

*WHEREAS*, small businesses employ 47.1% of the employees in the private sector in the United States, 62% of U.S. small businesses reported that they need to see consumer spending return to pre-COVID levels by the end of 2020 in order to stay in business, 65% of U.S. small business owners said it would be most helpful to their business to have their “regulars” return and start making purchases again, and three-quarters of U.S. consumers are currently looking for ways to Shop Small and support their community; and

*WHEREAS*, 96% of consumers who shopped on Small Business Saturday agree that shopping at small, independently-owned businesses supports their commitment to making purchases that have a positive social, economic, and environmental impact and 97% of consumers who shopped on Small Business Saturday agree that small businesses are essential to their community; and

*WHEREAS*, 95% of consumers who shopped on Small Business Saturday reported the day makes them want to shop or eat at small, independently-owned businesses all year long, not just during the holiday season; 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, David J. Narkewicz, Mayor of Northampton, Massachusetts, do hereby proclaim November 28, 2020 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 28<sup>th</sup> day of November, 2020.

A handwritten signature in black ink, appearing to read 'David J. Narkewicz', written over a horizontal line.

Mayor David J. Narkewicz

