

# *Proclamation*

*Office of the Mayor  
Princeton*

## **Small Business Saturday**

**WHEREAS**, the government of the Princeton, New Jersey, celebrates our local small businesses and the contribution they make to our local economy and community; according to the United States Small Business Administration, there are currently 28 million small businesses in the United States, they represent more than 99 percent of American companies, create two-thirds of the net new jobs, and generate half of private gross domestic product; and

**Whereas**, small businesses employ ½ of the employees in the private sector in the United States; and

**Whereas** 89 percent of consumers in the United States agree that small businesses contribute positively to the local community by supplying jobs and generating tax revenue; and

**Whereas** 86 percent of consumers in the United States have small businesses in their community that the consumers would miss if the small businesses closed; and

**Whereas** 93 percent of consumers in the United States agree that it is important for people to support the small businesses that they value in their community

**Whereas** 90 percent of consumers in the United States are willing to pledge support for a “buy local” movement; and

**WHEREAS**, Princeton, New Jersey supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods; and

**WHEREAS**, advocacy groups and public and private organizations across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

**NOW, THEREFORE**, I, Liz Lempert, Mayor of Princeton, New Jersey do hereby proclaim, November 30, 2013, as:

### **SMALL BUSINESS SATURDAY**

**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 SEAL  
this 28<sup>th</sup> day of October 2013.**



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Liz Lempert, Mayor