



City of Gardner, Massachusetts  
Executive Department  
Mayor Michael J. Nicholson

## A Proclamation

- Whereas, the government of Gardner, Massachusetts, 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 businesses 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® support their local 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 eat at small, independently owned businesses all year long, not just during the holiday season; and
- Whereas, Gardner, Massachusetts 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
- Whereas, the Brewers Association (BA) launched its first-ever Small Brewery Sunday to help promote the over 8,000 breweries in the United States in 2019

Now, Therefore, I Michael J. Nicholson, Mayor of Gardner, Massachusetts do hereby Proclaim, November 28, 2020 as:

SMALL BUSINESS SATURDAY

And November 29, 2020 as:

SMALL BREWERY SUNDAY

And urge the residents of our community, and communities across the country, to support small businesses, merchants, and breweries on Small Business Saturday and Small Brewery Sunday and throughout the year.



  
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Mayor