



City of
GREENFIELD, MASSACHUSETTS



OFFICE OF THE MAYOR

WILLIAM F. MARTIN

Mayor

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Media Release

DATE: November 27, 2019

FOR IMMEDIATE RELEASE

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**MAYOR DESIGNATES NOVEMBER 30
AS SMALL BUSINESS SATURDAY**

GREENFIELD – Mayor William Martin encourages all Greenfield residents and visitors to “Shop Small” in Greenfield on November 30th and joins the nation in celebrating Small Business Saturday. The Small Business Saturday is a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country.

Greenfield has supported Small Business Saturday since its inception, and Mayor William Martin has proclaimed the Saturday following Thanksgiving to be Small Business Saturday in Greenfield again this year. Small Business Saturday serves as the ceremonial kickoff to the holiday shopping season for small businesses across the United States.

With the announced retirement and closing of our century old Wilson’s Department store pending, the value of shopping local is emphasized. Making this holiday season all the more special. The regional demographics have supported our downtown and our Greenfield community has supported regional agencies. Just as that symbiotic relationship has survived and grown, our support for local business will provide assistance to support local causes, local jobs and local economic cash flow.

Wilson's has earned our salute for their business model, for their active community partnership, and simply, for their presence. Let's demonstrate our gratitude by an accelerated response to their retirement plans and signal our support and partnership for their future plans.

Thank you to the Wilson, Reid and O’Neil families for the decades of service.

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Mayoral Proclamation

2019 Small Business Saturday

Whereas, the government of Greenfield, MA, 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 currently 30.2 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

Whereas, small businesses employ 47.5 percent of the employees in the private sector in the United States; and

Whereas, 94% of consumers in the United States value the contributions small businesses make in their community; and

Whereas, 96% of consumers who plan to shop on Small Business Saturday® said the day inspires them to go to small, independently-owned retailers or restaurants that they have not been to before, or would not have otherwise tried; and

Whereas, 92% of companies planning promotions on Small Business Saturday said the day helps their business stand out during the busy holiday shopping season; and

Whereas, 59% of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

Whereas, Greenfield, MA 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.

Now, Therefore, I, William F. Martin, Mayor of Greenfield, MA do hereby proclaim, November 30, 2019, 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.


William F. Martin, Mayor

11-27-19
Date