

CITY COUNCIL

The City of Orange Township, New Jersey

DATE March 19, 2024

NUMBER 184-2024

TITLE: **A RESOLUTION RECOGNIZING MOM AND POP BUSINESS DAY ON MARCH 29, 2024 IN THE CITY OF ORANGE TOWNSHIP.**
(Sponsored by Council Member Adrienne Wooten)

WHEREAS, small, independently-owned businesses, often referred to as "mom and pop" businesses, are the backbone of our local economy, contributing to the vitality, character, and prosperity of the City of Orange Township; and

WHEREAS, Mom and Pop Business Day is celebrated annually on March 29th, honoring the hard work, dedication, and entrepreneurial spirit of small business owners and their families; and

WHEREAS, Mom and Pop businesses play a crucial role in fostering community connections, providing personalized services, and creating unique shopping experiences that distinguish our neighborhoods and contribute to their vibrancy; and

WHEREAS, the City of Orange Township recognizes the challenges and sacrifices faced by small business owners, particularly during times of economic uncertainty, and acknowledges their resilience, ingenuity, and commitment to serving our community; and

WHEREAS, Mom and Pop Business Day serves as an opportunity to express appreciation for the contributions of local entrepreneurs, artisans, and craftsmen who enrich our lives and strengthen the fabric of our neighborhoods; and

WHEREAS, our economy couldn't run without small mom and pop businesses; and

WHEREAS, they create economic growth and provide almost 70% of all new jobs in the country; and

WHEREAS, that's why every year on March 29 we acknowledge the small businesses in the City of Orange Township; and

WHEREAS, the holiday was established by Rick and Margie Segel in honor of their parents and the successful hat shop they opened in 1939 and grew into a 10,000 square foot, \$2-million-dollar clothing shop; and

WHEREAS, it is a special day to appreciate the long hours, hard work and dedication it takes to run a small business. So, on March 29, head to your favorite small business to say thank you.

NOW THEREFORE BE IT RESOLVED that the Municipal Council of the City Council of Orange Township hereby recognizes and celebrates March 29th, 2024, as Mom and Pop Business Day in our community, honoring the invaluable contributions and legacy of small, independent businesses.

BE IT FURTHER RESOLVED that the City Council encourages residents to support Mom and Pop businesses by shopping locally, dining at neighborhood restaurants, and patronizing establishments owned and operated by members of our community.



Adrienne Wooten

BE IT FURTHER RESOLVED that the City Council express its gratitude to Mom and Pop business owners for their dedication, perseverance, and commitment to the City of Orange Township, enhancing our quality of life and fostering economic growth and prosperity.

Adopted: March 19, 2024

Joyce L. Lanier
City Clerk

Tency A. Eason
Council President