

Spirit of the Season: American Businesses at the Heart of the Holidays

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The holiday season is a time of joy, tradition, and community. From bustling shopping centers to seamless online experiences, businesses are fostering the spirit of the season while driving significant contributions to the economy.

Here's a look at how innovation, creativity, and consumer enthusiasm are shaping this year's festivities.

According to the [National Retail Federation](#) (NRF), holiday spending in 2024 is forecasted to grow between 2.5% and 3.5% over 2023, reaching \$979.5 billion to \$989 billion.

This steady growth aligns with the yearlong retail trend and positive outlook of American consumers, with sales increasing consistently month over month.

Shoppers plan to spend an average of [\\$902](#), with \$641 allocated to gifts for family, friends, and colleagues, up from \$620 in 2023.

E-commerce continues to lead the charge, with the [NRF](#) expecting online and non-store sales to grow by a massive 8 to 9%. Digital platforms are now pivotal, combining convenience and personalized experiences that resonate with modern consumers and the sentimental nature of the holiday season.

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American Water celebrates 50 years of the Safe Drinking Water Act

By ROI-NJ Staff(Camden)
December 17, 2024

Camden-based [American Water](#) recently joined the water industry in celebrating the 50th anniversary of the Safe Drinking Water Act, the landmark law that has safeguarded public health by protecting drinking water quality since its passage.

"Today we reflect on 50 years of the Safe Drinking Water Act and are reminded of its profound impact on the nation's public drinking water supply," M. Susan Hardwick, chief executive officer, American Water said. "From scientists to operators, we celebrate and thank the dedicated professionals who ensure we continue to deliver safe, clean, reliable and affordable water to the communities we serve nationwide."

American Water recognizes the SDWA's 50-year impact on water quality and emphasizes the need for continued investment to address emerging challenges in water safety and quality.

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WHITESBORO HISTORICAL FOUNDATION AWARDED NEIGHBORHOOD REVITALIZATION PLANNING GRANT

By NJ URBAN NEWS
December 18, 2024

The Whitesboro Historical Foundation, a nonprofit focused on preserving the vibrant history of the Whitesboro community, has received a planning grant from the New Jersey Department of Community Affairs (NJDCA) through the Neighborhood Revitalization Tax Credit (NRTC) program.

This grant will support the development of a comprehensive Neighborhood Plan for Whitesboro, marking a significant step toward revitalizing the historic community.

The grant will also support the Whitesboro Historic Preservation Project, an initiative led by the Whitesboro Historical Foundation and its community partners to engage residents, businesses, and local organizations in shaping the future of their community.

The project aims to gather input from all Whitesboro stakeholders to develop a plan that promotes sustainable growth while preserving the town's historical and cultural heritage.

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