



# City of Geneva, Illinois

*Proclaim November 24, 2018 as  
Small Business Saturday*

*Whereas, the City of Geneva, with over 150 independent businesses celebrates the contributions small businesses make to our local economy and community; and*

*Whereas, according to the United States Small Business Administration, there are currently 30.2 million small businesses in the United States responsible for 65.9% of net new jobs created from 2000-2017; and*

*Whereas, small business employs 47.9% of the employees in the private sector in the United States; and*

*Whereas, 90% of consumers in the United States say Small Business Saturday has had a positive impact on their community; and*

*Whereas, 89% of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and*

*Whereas, 73% of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family; and*

*Whereas, the most reported reason for consumers aware of the day to shop and dine at small, independently-owned businesses was to support their community (64%); and*

*Whereas, the City of Geneva, IL 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, Kevin Burns, Mayor of the City of Geneva do hereby proclaim, November 24, 2018 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.*

*In Witness Whereof, I have hereunto set  
my hand to be affixed this 5<sup>th</sup> day of November, 2018.*

*Kevin R. Burns, Mayor*