



City of Geneva, Illinois

*Proclaim November 30, 2019 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, they represent 99.7 percent of all businesses with employees in the United States, are responsible for 65.9 percent of new jobs created from 2000-2017; and

Whereas, small business employs 47.5% 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, 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 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.*

*In Witness Whereof, I have hereunto set
my hand to be affixed this 7th day of Oct, 2019.*


Kevin R. Burns, Mayor