



Office of the Mayor
PROCLAMATION

WHEREAS, this national holiday, which was first celebrated in 2010, calls to attention the importance of shopping at the small businesses that serve as the backbone of the American economy and our local communities including Hoffman Estates, Illinois; and

WHEREAS, each year, Small Business Saturday draws crowds to streets across the country with great deals on unique products and services, events that encourage shopping locally, and unique experiences that introduce you to commonly valued neighbors; and

WHEREAS, over the years, Small Business Saturday spending has now reached a reported estimate of \$103 billion since the day began in 2010 — that's \$103 billion over 9 days alone; and

WHEREAS, in 2017, an estimated 108 million consumers shopped or dined at local businesses on Small Business Saturday, and 70% of U.S. consumers were aware of the holiday, according to surveys. Additionally, nearly 48% of consumers who participated in Small Business Saturday reported that they visited a small business that they had previously had not been to on that day; and

WHEREAS, advocacy groups as well as public and private organizations across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

BE IT THEREFORE RESOLVED THAT I, William D. McLeod, acting under and by virtue of the authority vested in me by the Constitution of the State of Illinois and Laws of this Village of Hoffman Estates hereby proclaim **November 30, 2019** as

SMALL BUSINESS SATURDAY

in the Village of Hoffman Estates and urge all residents and businesses of Hoffman Estates to join in its observance.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the great seal of the Village of Hoffman Estates at my office on this 18th day of November 2019.



William D. McLeod
William D. McLeod, Mayor