

**OFFICE OF THE MAYOR  
CITY OF NAPERVILLE, ILLINOIS**

**PROCLAMATION**

**SMALL BUSINESS SATURDAY  
NOVEMBER 25, 2017**

**WHEREAS,** the City of Naperville celebrates our local small businesses and the contributions they make to our local economy and community; and according to the United States Small Business Administration, there are currently 28.8 million small businesses in the United States, representing 99.7 percent of all businesses with employees in the United States, and are responsible for 63 percent of net new jobs created over the past 20 years; and

**WHEREAS,** small businesses employ 48 percent of the employees in the private sector in the United States, and on average, 33 percent of consumers' holiday shopping will be done at small, independently-owned retailers and restaurants; and

**WHEREAS,** 91 percent of all consumers believe that supporting small, independently-owned restaurants and bars is important and 76 percent of all consumers plan to go to one or more small businesses as part of their holiday shopping; and

**WHEREAS,** the City of Naperville supports our local businesses that create jobs, boost our local economy and preserve our neighborhoods; 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, Steve Chirico, Mayor of the City of Naperville, do hereby proclaim November 25, 2017, as

**SMALL BUSINESS SATURDAY  
in the City of Naperville**

and urge all residents to shop our locally owned small businesses and support the IndieBound Naperville movement by looking for those businesses that display a bright red IndieBound Naperville sign in their windows, which is a symbol of the local independent business movement and its commitment to keeping our City and local culture thriving by joining together to celebrate and uplift small and independent businesses.

**IN WITNESS WHEREOF,** I have hereunto set my hand and affixed the seal of the City of Naperville this twenty first day of November, 2017.

*Steve Chirico*

Steve Chirico  
Mayor

