

# Naperville ranks in top 25 in country on list of best towns for small businesses



Shoppers stroll the streets of downtown Naperville on Small Business Saturday in 2016. The event is held the day after the big Black Friday as a means of getting people to patronize local small businesses. (David Sharos / Naperville Sun)

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**N**aperville ranked in the top 25 in the 2018 list of Best Neighborhoods for Small Businesses by an advertising company that specializes in welcoming newcomers to a community.

Based in Atlanta, Ga., Welcomemat Services evaluated more than 450 ZIP codes across the country that receive mailers from the agency, and determined Naperville ranked No. 17 out of the top 25 neighborhoods.





Naperville was the only Illinois town on the list. The top 25 included neighborhoods in 15 other states.

“Naperville, Illinois, is a neighborhood that loves to celebrate the community,” according to Welcomemat’s news release. “The neighborhood holds many festivals throughout the year which brings together families and friends across the city and beyond. The shopping and entertainment options are diverse, ranging from national brands to many small family-owned businesses.”

The company also noted many Naperville businesses partner with local nonprofits to give back and support their community throughout the year.

To determine the top 25 neighborhoods, Welcomemat pulled proprietary internal data and gathered information from other rating sources, the release said. It included such things as growth in new mover volume in 2018, business density numbers, and input from local Welcomemat franchisees on the schools, local vibe, sense of community and family friendliness.

Also taken into account were livability and walkability scores from areavibes.com, where Naperville earned A’s in amenities, crime statistics and education and F’s for cost of living and housing.

The listing was created to honor Small Business Saturday on Nov. 24, the day on which people are asked to patronize some of the more than 30 million small businesses across the country.

“These local businesses depend on the support of their surrounding community and the local customers that shop at their business,” Welcomemat said in the announcement.

Of the top 25 neighborhoods, there are four each in Georgia and Texas and two each in California, Indiana and Minnesota. Alabama, Colorado, Florida, Illinois, Michigan, New York, North Carolina, South Carolina, Ohio, Tennessee and Virginia each had one.

Coming in at No. 1 on the list was Central Austin, a neighborhood in the heart of Austin, Texas.

It earned high remarks for having a variety of well-established local business and excellent walkability connecting restaurants, museums, shops and venues.





In a different part of the Texas city, Southwest Austin earned the No. 10 spot because it “is a great neighborhood to live, work and raise a family in.”

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