



City of Geneva, Illinois

Proclaim November 28, 2020 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 30.7 million small businesses in the United States, they represent 99.7 percent of all firms with paid employees in the United States, are responsible for 64.9 percent of net new jobs created from 2000-2018; and

Whereas, small business employ 47.3% of the employees in the private sector in the United States, 62% of U.S. small businesses reported that they need to see consumer spending return to pre-COVID levels by the end of 2020 in order to stay in business, 65% of U.S. small business owners said it would be most helpful to their business to have their "regulars" return and start making purchases again; and

Whereas, three-quarters of U.S. consumers are currently looking for ways to Shop Small and support their community and Small Business Saturday helps to draw attention to the importance of shopping or eating at small, independently-owned businesses all year long, not just during the holiday season; 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 28, 2020 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 2nd day of Nov. 2020*

Kevin R. Burns, Mayor