

Proclamation

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

WHEREAS, over 48 percent of all people employed by businesses in the United States are employed by small businesses; and

WHEREAS, 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

WHEREAS, 76 percent of consumers plan to go to one or more small businesses as part of their holiday shopping; and

WHEREAS, Brookfield, Wisconsin 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;

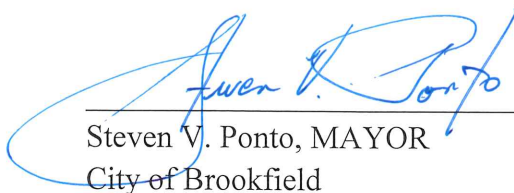
NOW, THEREFORE, I, Steven V. Ponto, Mayor of the City of Brookfield, Wisconsin, do hereby proclaim Saturday, November 25, 2017, to be

SMALL BUSINESS SATURDAY

in the City of Brookfield 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.

Signed and sealed this 1st day of November,
in the year Two Thousand and Seventeen.





Steven V. Ponto, MAYOR
City of Brookfield