

# Mayoral 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 30.2 million small businesses in the United States, they represent 99.7 percent of all businesses with employees in the country, and are responsible for 65.9 percent of net new jobs created from 2000 to 2017; and

WHEREAS, small businesses employ 47.5 percent of all employees in the private sector in the United States; and

WHEREAS, 89 percent of consumers who are aware of Small Business Saturday said the day encourages them to Shop Small all year long; and

WHEREAS, 73 percent of consumers who reportedly Shopped Small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family; and

WHEREAS, Brookfield, Wisconsin 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;

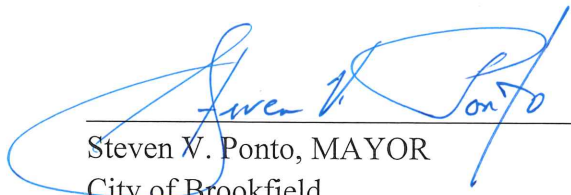
NOW, THEREFORE, I, Steven V. Ponto, Mayor of the City of Brookfield, Wisconsin, do hereby proclaim Saturday, November 24, 2018, to be

## 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 2nd day of November,  
in the year Two Thousand and Eighteen.

  
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Steven V. Ponto, MAYOR  
City of Brookfield