

WHEREAS; from retail and art to restaurants and coffee shops, small businesses are the hearts of communities, acting as catalysts for local economies, supporting the livelihoods of families, creating community spaces and experiences, and bringing unique products and services to every corner of the state; and

WHEREAS; small businesses are powerful drivers of local and statewide economies, and it is estimated that approximately two-thirds of every dollar spent at a small business stays in the local community, as small businesses are more likely to buy supplies locally, hire locally, and give back to their communities; and

WHEREAS; according to the U.S. Small Business Administration, small businesses employ nearly half of all Wisconsin employees, meaning shopping locally is also an investment in local jobs and economies; and

WHEREAS; Wisconsin has invested millions of dollars to support small businesses and downtowns across the state, including through the Community Development Investment, Vibrant Spaces, and Main Street Makeover Grant Programs, as well as the Connect Communities and Main Street Programs, and through the Main Street Bounceback Grant Program, between 2021-2023, more than 9,000 small businesses and nonprofits opened new storefronts or expanded their businesses into vacant buildings on Main Streets across all 72 counties; and

WHEREAS; on this occasion, the state of Wisconsin joins community leaders, local small businesses and chambers of commerce, and other economic development partners across the state in encouraging all Wisconsinites to celebrate small businesses and the many contributions they make to communities across the state each and every day, to explore new small businesses and champion their success, and to show support for their neighbors and communities by shopping local this holiday season at their favorite small businesses;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim November 30 through December 31 2024 as

## **SHOP SMALL WISCONSIN SEASON**

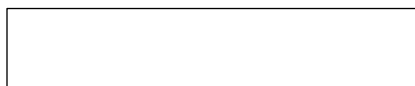
throughout the State of Wisconsin and I commend this observance  
to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 15th day of November 2024.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State