

WHEREAS; small businesses are in every corner of Wisconsin, from our biggest cities to our smallest towns, and our Main Streets are the hearts of our communities, acting as catalysts for our local economies and supporting the livelihoods of so many Wisconsinites; and

WHEREAS; small businesses are powerful drivers for local economies, as they are more likely to utilize other local businesses such as banks, service providers, and farms, and research suggests that for every dollar spent at a local business, 67 cents will stay in the community; and

WHEREAS; in the face of the coronavirus pandemic, small businesses across Wisconsin have shown remarkable resilience, ingenuity, and creativity to keep their businesses afloat, developing new and innovative ways to help customers shop safely by complying with public health ordinances and by offering online shopping, curbside pickup, delivery, and other services; and

WHEREAS; as our state continues to recover from the coronavirus pandemic, supporting Wisconsin's small businesses has never been more important, and shopping local is an investment in local jobs, supports strong communities, and contributes to our state's overall economic recovery and success; and

WHEREAS; in partnership with the Wisconsin Economic Development Corporation (WEDC) and the Wisconsin Department of Revenue (DOR), the state of Wisconsin has worked tirelessly to get economic relief out the door to help tens of thousands of local small businesses throughout the pandemic; and

WHEREAS; utilizing our funding from the federal Coronavirus Aid, Relief, and Economic Security Act, we invested nearly \$240 million in our We're All In small business grant program that provided assistance to nearly 55,000 small businesses across our state; and

WHEREAS; through our federal American Rescue Plan Act funds, we allocated \$600 million toward our small businesses, which included committing as much as \$420 million through the Wisconsin Tomorrow Small Business Recovery grant program to help as many as 84,000 Wisconsin small businesses; and

WHEREAS; we also utilized American Rescue Plan Act funding to support small businesses moving into vacant storefronts through the Main Street Bounceback grant program, along with programs that increase equity and eliminate disparities for small business owners in our state; and

WHEREAS; this holiday season, the state of Wisconsin joins WEDC, DOR, community leaders, local small businesses, and other partners across the public and private sectors in encouraging all Wisconsinites to celebrate local small businesses and the many contributions they make to our communities each and every day, and to show their support by shopping local and safely patronizing their favorite small businesses and Main Streets;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim November 27 through December 31, 2021, as

SHOP SMALL WISCONSIN

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 16th day of November 2021.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State