STATE *of* WISCONSIN

OFFICE *of the* GOVERNOR

Proclamation

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, as it is estimated that approximately two-thirds of every dollar spent at a small business stays in the local community; and

WHEREAS; small businesses are more likely to buy supplies locally, hire locally, and give back to their communities, and, according to the U.S. Small Business Administration, small businesses also employ nearly half of all Wisconsin employees; and

WHEREAS; Wisconsin has invested millions of dollars to support businesses and downtowns across the state in recent years, including through the We're All In and Wisconsin Tomorrow Small Business Recovery Grants, and thanks to the Main Street Bounceback Grant Program, Wisconsinites have thousands of new businesses to support on Main Streets across the state this holiday season; 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 their 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 28 – December 31, 2026, 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 17th day of November 2026.

Tony Evers

TONY EVERS
GOVERNOR

By the Governor:

SARAH GODLEWSKI
Secretary of State