



CITY OF CHICAGO • OFFICE OF THE MAYOR

**FOR IMMEDIATE RELEASE**

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**MAYOR BRANDON JOHNSON AND THE CHICAGO DEPARTMENT OF BUSINESS AND CONSUMER PROTECTION LAUNCH CAMPAIGN TO CELEBRATE NEIGHBORHOOD BUSINESSES AHEAD OF HOLIDAY SEASON**

*The 'Shop Local Chicago: Neighborhood Pride' campaign boosts community pride while helping small businesses during the busiest shopping season of the year.*

**CHICAGO** –Today, Mayor Brandon Johnson and the Chicago Department of Business Affairs and Consumer Protection (BACP) launched the Shop Local Chicago: Neighborhood Pride campaign. The campaign builds on the year-round Shop Local Chicago campaign by encouraging residents and visitors to explore new parts of the city, meet local business owners and neighbors, and share their experiences. The campaign focuses on supporting businesses located in Little Village, Rogers Park, Auburn Gresham and every neighborhood in between. Ahead of the holiday shopping season, the campaign serves as a reminder to shop locally to help preserve the unique character of Chicago's neighborhoods. Additionally, BACP consumer protection efforts ensure consumers are protected and informed while making the conscious decision to shop local. For more information, including a marketing toolkit, visit [Chicago.gov/ShopLocal](https://Chicago.gov/ShopLocal).

"When we support Chicago's small businesses, we're supporting families, entrepreneurs and the future of our city," said **Mayor Brandon Johnson**. "The Shop Local Chicago: Neighborhood Pride campaign is a reminder to discover and support small businesses this holiday season. As the holiday season approaches, I encourage every Chicagoan to explore a new neighborhood, try a new shop, and experience first-hand what makes Chicago a vibrant hub for community and entrepreneurship."

"Now is the time to discover what our small businesses have to offer," said **BACP Commissioner Ivan Capifali**. "Through the Shop Local Chicago: Neighborhood Pride campaign, we want residents to rediscover what makes Chicago's neighborhoods so unique. By shopping local, residents can help sustain local jobs, support entrepreneurs and keep our city's neighborhoods strong."

The holiday shopping season unofficially kicks-off during Thanksgiving weekend with dedicated days like Black Friday, Small Business Saturday, Cyber Monday and Giving

Tuesday. This year, Small Business Saturday will be Saturday, November 29th, with small businesses offering a variety of exciting options to holiday shoppers.

This is an opportunity to celebrate and support small businesses and all they do for our communities. Eight in 10 small businesses say the holiday season is important for their overall profit, according to the Small Business Index. Additionally, Constant Contact reports the majority of small businesses rely on holiday shopping for at least one quarter of their annual revenue.

To support and celebrate the Chicago's small business community during this crucial period, BACP's upcoming efforts include:

- **Promoting the Shop Local Chicago campaign:** The BACP [Shop Local Chicago campaign](#) highlights the important role small businesses play in Chicago's neighborhoods. The benefits of shopping local including the shopping experience, workforce contribution and local economy boost. Learn more about the ongoing campaign by visiting [Chicago.gov/ShopLocal](#).
- **Hosting a webinar:** On Friday, November 7 at 9:30 a.m., BACP will host a free webinar, "Holiday Success Strategies: Attracting Customers and Boosting Sales." To register, visit [Chicago.gov/BACPwebinars](#).
- **Highlighting business service organizations:** BACP will promote holiday campaigns produced by the BACP Neighborhood Business Development Centers (NBDC). The programs and events will foster community engagement and serve to boost spending along commercial corridors, spread good cheer and vibrancy throughout Chicago's neighborhoods. To locate a NBDC, visit [Chicago.gov/NBDC](#).

Additionally, BACP reminds businesses and consumers to be diligent about their rights and responsibilities. BACP consumer protection campaigns include:

- **The Be Informed. Be Protected.** campaign provides consumers with tips and resources across a wide array of topics. The series of flyers are geared toward protecting consumers from fraud and informing them of the actions they can take if they have become a victim of fraud. Learn more by visiting [Chicago.gov/Consumer Protection](#).
- **The Ride Smart Chicago** campaign provides safety and consumer awareness information for passengers of taxicabs, ride-hail and other public passenger vehicles. Visit [Chicago.gov/RideSmart](#) for tips, including how to spot licensed versus unlicensed taxicabs.

For more information on BACP's programs and services, visit [Chicago.gov/BACP](#).



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