



WHAT IS SMALL BUSINESS SATURDAY® ?

Since its inception in 2010, Small Business Saturday, proudly backed by American Express, has illuminated the significance of supporting small, independently owned businesses across the country, bringing consumers and local entrepreneurs closer together. Falling between Black Friday and Cyber Monday, it's a day dedicated to supporting the diverse range of local businesses that help create jobs, boost the economy, and keep communities thriving across the country.



WHY SUPPORT SMALL BUSINESS SATURDAY?

- Demonstrates a conscious commitment to the communities in which we live.
- Creates goodwill within the communities.
- When we support small businesses, jobs are created and local communities preserve their unique culture.

WHAT PEOPLE ACROSS THE NATION ARE SAYING ABOUT 2018 SMALL BUSINESS SATURDAY*:

"Small Business Saturday and the Shop Small® movement have had a great effect on our local merchants and the area in general. This year we went big and saw great participation, and we're hoping it will have an impact on the community for months to come."

– Mark Gorodetzer, Water Street District Business Association in Clark County, NV

"I love the sense of community Small Business Saturday brings to Denver each year. We're all supporting each other and fellow business owners while shopping local. I've been doing this for 4 years and it's the highlight of our holiday shopping season here in Larimer Square."

– Steve Carpenter, Director of Sales for Mountain Khaki in Denver, CO

"Small Business Saturday brings awareness to everyday people who are redoing their passion and living their dreams. When people support small businesses like ours, they are supporting us sending our children to college. It's not just about patronizing a business, it's about patronizing the whole community because it impacts everyone and we're all in this together."

– Melissa Woods, Co-Owner of CupCake Fairies in New Orleans, LA

"The turnout on Small Business Saturday, starting from 10am, was strong and energy was high. The neighborhood came out to support the local businesses that make Ocean Beach special."

– Tracy Wagner, Project Manager at Ocean Beach Main Street Association in Ocean Beach, CA

**If you would like to include any of this content please reach out to shopsmall@mbooth.com.*

2018 SMALL BUSINESS SATURDAY® FACTS:

- In 2018, U.S. consumers reported spending a record high of an estimated \$17.8 billion at independent retailers and restaurants on Small Business Saturday.¹
- On average for every dollar spent at local small businesses 67 cents stays in the local community.²
- The U.S. Senate unanimously passed a resolution designating November 24, 2018, as Small Business Saturday, supporting efforts to encourage consumers to shop locally, increase awareness of the value of locally owned small businesses, and highlight these businesses' impact on the U.S. economy.
- Elected officials in all 50 states, Washington, D.C., Puerto Rico, and other U.S. territories championed Small Business Saturday.
- 659 city proclamations in support of Small Business Saturday were issued by mayors and other elected officials covering all 50 states and Washington, D.C.
- American Express enlisted the support of nearly 100 large companies, known as Corporate Supporters, to help drive excitement for and promote Small Business Saturday.
- The Small Business Saturday Coalition, comprised of national, state and local associations that help coordinate activities for Small Business Saturday with small business owners and consumers, saw more than 615 organizations helped spread the Shop Small® message.
- From November 1 through November 24, there were more than 715,000 social media posts combined on Facebook, Instagram, and Twitter using #ShopSmall and/or #SmallBizSat.

JOIN THE COALITION:

Building on the success of previous years, we plan to scale this year's Small Business Saturday by expanding the coalition of supporters and creating local events around the country. This includes support from advocacy organizations that join the initiative to motivate constituents through incentives and offers to not only Shop Small on November 30, 2019, but Shop Small all year long.

The coalition will be led by Women Impacting Public Policy, a business advocacy organization representing small businesses. [Join Us!](#)

Contact info:

Small Business Saturday Program

Women Impacting Public Policy

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¹This spend statistic is an aggregate of the average spend as reported by consumers in surveys commissioned by American Express reporting spend habits on Small Business Saturday of consumers who were aware of the day. It does not reflect actual receipts or sales. Each such survey was conducted among a nationally representative sample of U.S. adults. The surveys had an overall margin of error of between +/- 2.0% and +/- 5.47%, at the 95% level of confidence. The data was projected from the samples based on then-current U.S. Census estimates of the U.S. adult population (18+).

²The 2018 Small Business Economic Impact Study was conducted by Econsult Solutions, Inc. (ESI) on behalf of American Express. ESI calculated the share of national Gross Domestic Product (GDP), employment and employee compensation that small businesses with under 100 employees provide to the economy based on an analysis used by the U.S. Small Business Administration. ESI also estimated how much of each dollar spent at the average small business remains in their local community, and used input-output analysis across 100 representative U.S. counties to calculate the additional impact that is generated locally as the result of the spending of employees and the spending of the small business with local suppliers and service providers.