

2015 SMALL BUSINESS

Main St.

Nov. 28th is

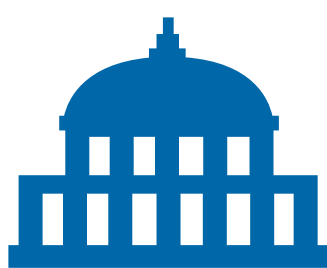
Small Business Saturday®

Presented by SCORE.org



Launched in 2010 by American Express to encourage shoppers to “buy local” on the Thanksgiving sales weekend

Then in 2011...
The U.S. Senate officially recognized the day.



Small Businesses Win!



67%

Of Americans are aware of Small Business Saturday®

387K Tweets

With hashtags #SmallBizSat and #ShopSmall in 2014



82%
Increase since 2012

610,000 Free online materials accessed by small businesses, up 84% from 2012

When You Spend \$100...

What stays in your community?



At a local business:

\$68 Stays in town

At a national business:

\$43 Stays in town

Small Business Saturday® is November 28, 2015.
Visit shopsmall.com for tools and promotional assistance.

SCORE 

FOR THE LIFE OF YOUR BUSINESS

score.org

SOURCES:

- <https://www.americanexpress.com/us/small-business/shop-small/>
- <http://www.nfib.com/article/o-start-the-holiday-shopping-season-67287/>
- <http://about.americanexpress.com/news/pr/2012/small-business-saturday-exceeded-expectations.aspx>
- http://www.washingtonpost.com/business/on-small-business/obama-lawmakers-contribute-to-14-billion-shopping-day-for-small-businesses/2014/12/02/1c2603d0-7a3e-11e4-84d4-7c896b90abdc_story.html
- <http://grasshopper.com/resources/articles/small-business-saturday-statistics/>
- <http://bealocalist.org/sites/default/files/file/GR%20Local%20Works%20Summary.pdf>