

COME #SHOPSMALL WITH US



**#SHOPSMALL
WITH US**

Proudly Backed by



Small Business Saturday – November 28th

Is Your Business on the
Shop Small[®] Map?

The story of the Shop Small® Movement

- In the midst of the recession in 2010 — American Express created Small Business Saturday® on the Saturday after Thanksgiving to encourage people to Shop Small and bring more holiday shopping to small businesses.
- In an effort to support their local communities, organizations across the country sign up to serve as Neighborhood Champions. These supporters bring their community together with events and activities on Small Business Saturday and throughout the year.
- In 2019, shoppers came together to support their local communities more than ever. The 10th Annual Small Business Saturday hit a record high with an estimated \$19.6 billion in reported spending.



Neighborhood Champions - Downtown Santa Barbara

Champion the Cause

- As a Shop Small® Neighborhood Champion since 2014, we'll share and encourage the community to Shop Small throughout the holiday season and on Small Business Saturday® and beyond.

Bring Your Community Together Safely

- Connect shoppers and local businesses through the Shop Small Movement – let's all celebrate the spirit of the season.



Rally Small Businesses

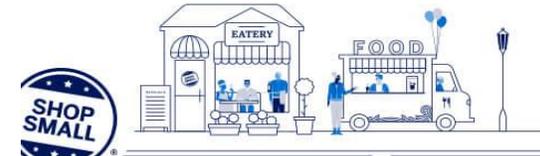
- Build excitement by reaching out to small businesses in your area and encouraging them to participate.

Receive & Share Shop Small Merchandise

- Use complementary totes, window decals, posters, and more to promote safe shopping.



**SUPPORT YOUR
COMMUNITY
#DINESMALL**



Is Your Business on the Shop Small® Map?

Small Business Owners

- Add your business to the American Express map or update your listing to make it easier for shoppers to support you in-store and online.
- [CREATE OR UPDATE YOUR LISTING](#)
- Resources for Black-Owned Businesses: Whether you're a Black entrepreneur or a business owner searching for ways to support the Black community, American Express offers grant information, marketing materials, and more.
- [GET INVOLVED](#)
- **SAVE BIG ON SERVICES**
- American Express partners, such as Yelp, Constant Contact, and Ripl, are offering discounts on tools and services to help businesses like yours attract and retain customers and streamline operations.
- [LEARN MORE](#)
- **KEEP UP WITH TRENDS AND INSIGHTS**
- Hear directly from industry thought leaders on ways to help you manage and grow your business. Webinars, ebooks, videos and more on topics to Attract and Retain Customers, Streamline Operations, and Discovering New Trends.
- [TAKE A LOOK](#)

How Downtown Santa Barbara will Support Businesses on Small Business Saturday

- Build a webpage on Downtownsb.org for Small Business Saturday
- List all participating businesses with business info and promotions
- Promote on Instagram, Facebook, the Downtownsb.org homepage “Downtown Happening” banner, and the Downtown Santa Barbara weekly Newsletter
- Safely distribute complementary totes, window decals, posters, stickers, floor mats, buttons, pens and more to businesses upon request.

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