



The Town of Altavista, Altavista On Track, and the Altavista Area Chamber of Commerce are pleased to announce their partnership for the annual Small Business Saturday on November 28th to support our independent business members in Altavista.

This year - **Shop Altavista** - is our tag line.

Shop Altavista is a day to celebrate the small businesses that help support each other. It is also a great way to begin the holiday shopping season. The goal of Shop Altavista is to have shoppers and businesses come together to shop locally and show their community pride.

As a participating chamber member, you will be listed on a “passport” that shoppers will use to visit various establishments and be entered to win prizes on Shop Altavista day. Please note that those who are not chamber members will also benefit from this “passport” concept, too, as collectively, vendors who have tables set up can account for one of the destinations.

We hope that you will consider participation in Shop Altavista and help us to help you make this a successful holiday shopping season!

Included in this packet is information related to the concept of Small Business Saturday and a registration form for Shop Altavista. If you have any questions, please contact Sharon Williams, Community Development Director, at 434-369-5001 x 103 or via email [sdwilliams@altavistava.gov](mailto:sdwilliams@altavistava.gov).





### **What Is Small Business Saturday?**

Often referred to as Shop Small or Small Business Saturday is an annual holiday that celebrates small business and encourages consumers to shop locally at the start of the holiday shopping season. The holiday aids small businesses by drawing attention to their importance in our economy. It also helps customers who want access to unique products and experiences in their community, and local economies that benefit from successful small businesses.

### **When Is Small Business Saturday?**

Small Business Saturday is on November 28.

This annual holiday falls on the Saturday after Thanksgiving, a day after Black Friday, and two days before Cyber Monday. Placing Small Business Saturday on this weekend, which marks the start of the holiday shopping season ensures that consumers keep local businesses in mind as they buy gifts.

This national holiday, which was first celebrated in 2010, calls to attention the importance of shopping at the small businesses that serve as the backbone of the American economy and our local communities. Each year, Small Business Saturday draws crowds to main streets across the country with great deals on unique products and services, events that encourage shopping locally, and unique experiences that introduce you to commonly valued neighbors.

While this holiday is designed to help draw customers to local small businesses, it can be challenging for business owners to plan events, decorate their stores, and market their offers. This guide will explain how to make your Small Business Saturday a success, whether you're a small business owner who is participating for the first time or a seasoned Small Business Saturday veteran who's looking for some fresh ideas.

### **How to Have a Successful Small Business Saturday**

Depending on various factors including your business's offerings, the amount of space in your store, and your customer base, there are a number of ways for you to have a successful Small Business Saturday. You could host an event for customers, offer a special deal, advertise on social media, or try another themed idea of your own creation to draw in customers and assert your business as an exemplar of how to do Small Business Saturday right.

When choosing which strategies you want to employ, consider your bandwidth and limitations, whether an idea will increase sales or build customer loyalty, and if it will further your brand. Below are a few ideas for Small Business Saturday success that you could use at your business.



## **Why Small Business Saturday Matters**

Small Business Saturday is an important holiday to draw attention to the importance of shopping at local businesses over large retailers. By becoming registered on small business directories for the holiday, offering exclusive deals, and marketing in advance of the holiday, small businesses can draw in customers that will hopefully direct their dollars to these businesses for the foreseeable future.

This holiday is a clear win for small businesses, but consumers benefit as well by finding great new local products and services and supporting their local economies. When shopping locally, \$68 for every \$100 stays in the community, while only \$43 stays in the community when shopping non-locally. Shopping locally also offers a more unique product selection which is the primary reason that shoppers state they prefer small and local retailers.

## **The History of Small Business Saturday**

Small Business Saturday was trademarked by the American Express Corporation in 2010.<sup>1</sup> The day was intended to celebrate small businesses and draw shoppers to these businesses in time for the start of the holiday shopping season.

The holiday quickly outgrew American Express and has been adopted or recognized by local business organizations across the country, the Small Business Administration (SBA), and even Congress.

The Senate first recognized the Saturday after Thanksgiving as Small Business Saturday in 2011. Since then, the Senate has passed this resolution annually to increase “awareness of the value of locally owned small businesses.”

Today, small businesses recognize Small Business Saturday by participating in local community events, spreading the word about the holiday online and in their stores, and marketing exclusive deals to customers.

In 2017, an estimated 108 million consumers shopped or dined at local businesses on Small Business Saturday, and 70% of U.S. consumers were aware of the holiday, according to a survey conducted by the National Federation of Independent Business and American Express. Additionally, nearly 48% of consumers who participated in Small Business Saturday reported that they visited a small business that they had previously had not been to on that day.

## **What Small Business Saturday Can Mean for Your Business**

Preparing for a successful Small Business Saturday can be an arduous process but one that will be well worth the process in terms of sales earned, lifelong customers won, and benefits provided to the local economy. Despite the hard work required, Small Business Saturday will be a boon for your business if you put the effort into participating in an event, collaborating with other small businesses, preparing your business, and marketing the holiday itself and deals.

Much of the advice in this guide, like offering value in unique ways and becoming more ingrained in your local community will pay dividends for your business if practiced year-round. Despite the challenges that small businesses face in this economy, hard work and the investment of resources will make your small business more competitive on Small Business Saturday and every other day of the year.



# SHOP ALTAVISTA

November 28, 2020

## PARTICIPANT REGISTRATION

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Please describe your business:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are you a member of the Altavista Chamber of Commerce?  Yes  No

Will you need a table for your business to use for displays?  Yes  No

\*Electricity is not available. Food vendors may use silent portable generators.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Please return your signed registration form no later than **Friday, November 13, 2020 at 2:00 p.m.** to:

Shop Altavista  
c/o Town of Altavista  
510 7<sup>th</sup> Street  
Altavista, VA 24517

or via email at [sdwilliams@altavistava.gov](mailto:sdwilliams@altavistava.gov)