

OZAUKEE ECONOMIC DEVELOPMENT
NOVEMBER 2020 BLOG

SMALL BUSINESS SATURDAY

Supporting Local Businesses
During the Pandemic



Small Business Saturday falls on November 28th this year, and the 2020 holiday season looks a bit different than in years past. Social distancing continues as a part of protection from the COVID-19 pandemic, which means shopping for the holidays will be different for most everyone. American Express created this shopping holiday in 2010, on the Saturday following Thanksgiving, as a way to encourage support for small businesses who were still struggling in the wake of the 2008 recession. Small Business Saturday [became a national holiday in 2011](#), with business groups, nonprofit trade groups, municipalities and public officials nationwide uniting to form a Small Business Saturday Coalition to further encourage support for consumers to 'Shop Small'. Small Business Saturday continues to grow, [with 2019 being the largest year of sales on record](#).

Small businesses have created many ingenious methods to encourage customers during this pandemic. Gift card incentive promotions have been popular since the shutdowns in March as a way to boost immediate cash flow. Restaurants that cannot have their dining rooms open to the public have put a new emphasis on streamlining takeout and delivery options. Curbside pickup and delivery apps that make ordering out a smoother process for both customer and business. Retail shops are creating or expanding their online presence with social media and marketing campaigns, so that patrons can shop like they typically would from brick-and-mortar locations. Many shops that do not have an online presence are offering items on Facebook Marketplace or Etsy as an alternative, and welcome customers to contact them to spread the word. Many small businesses are partnering with one another to create special promotions together as an incentive for patrons to visit several locations. Retail locations now offer curbside pickup as an option regularly, much like the restaurant industry, to attract business in these COVID times.

Ozaukee County Small businesses are participating with their local chambers of commerce to promote and encourage support for Small Business Saturday – such as Cedarburg with their Gift Card Extravaganza and Grafton with their Shopping Fun in Grafton Coupon Book. **(Please check out some of their offers at the end of this entry!)**

Supporting businesses on Small Business Saturday - and all year long - helps keep their local economies vital and thriving. It is estimated that [62% of U.S. small businesses say](#) they need consumer spending to return to pre-COVID levels by the end of 2020 to be able to stay in business. Shopping locally creates an impact –on average, [for every dollar spent at a small business, 67 cents stays within the local community](#). Supporting small businesses also aids in keeping more of their staff employed during the pandemic, and most importantly, it helps these small businesses to stay open.



Lorli Woitas
Ozaukee Economic Development
Marketing & Education Coordinator

Check out some of the promotions that Ozaukee County area Chambers of Commerce are offering below!



CEDARBURG CHAMBER OF COMMERCE PRESENTS THE

GIFT CARD EXTRAVAGANZA 2.0!

WHILE SUPPLIES LAST
TUESDAY, DECEMBER 1 | SALE STARTS AT 8AM

Proudly sponsored by **wilo**

Thanks to WILO Corp, the Cedarburg Chamber will host the **Gift Card Extravaganza 2.0** sale on Cedarburg.org! Our first sale in June brought in \$23,000 for Cedarburg businesses in 34 minutes.

For every \$50 gift card or certificate to a Chamber member business sold via Cedarburg.org that day, we will give a \$25 bonus Chamber Gift Check as a thank you* - up to \$10,000!

This provides two things - an immediate cash influx to businesses, plus \$10,000 in gift checks redeemable at any Cedarburg Chamber member - filtering at least \$30,000 back into the Cedarburg economy!

To participate in the Gift Card Extravaganza, your business MUST:

1. Confirm participation by e-mailing director@cedarburg.org on or November 24. **If you do not confirm in writing by November 24, we will assume you do not want to participate and will not include your business in the sale.**
2. Have a gift card/gift certificate program already in place.
3. Agree to deliver the gift cards the Chamber purchases from you to the Chamber office (N58W6194 Columbia Road) by the designated date.*

THAT'S ALL! IT'S FREE TO PARTICIPATE!

*The sale begins at 8 a.m. December 1, 2020 and continues until the \$10,000 in \$25 bonus checks is gone. The Chamber will then purchase the gift cards needed directly from individual businesses. At that point, businesses will need to issue store gift cards/certificates and drop them off at the Chamber by the designated date. The Chamber will be responsible for mailing the gift cards and bonus Chamber Checks to the customers. Gift Card delivery date is TBD depending on the length of the sale. Chamber Gift Checks are valid for one year from date of issue but customers are encouraged to use within the next several weeks to help our economy during the holiday season.

Cedarburg Chamber member businesses are invited to participate in the Gift Card Extravaganza. Bonus Chamber Gift Checks are only redeemable at current members of the Cedarburg Chamber of Commerce.



QUESTIONS? CONTACT MAGGIE AT
DIRECTOR@CEDARBURG.ORG

Gift card purchases are limitless but there is a limit of two (2) thank you Chamber Gift Checks per person. For complete rules and instructions, visit cedarburg.org/events

For more information or questions, please contact Maggie at
director@cedarburg.org or (262) 377-5856.

On Small Business Saturday, the Cedarburg Chamber of Commerce will be giving away \$500 worth of Chamber Gift Checks throughout the day to random shoppers courtesy of Port Washington State Bank.

Home for the Holidays in Grafton

GIFT SET

Click Here to Order!

Presented By: **GRAFTON**
AREA CHAMBER OF COMMERCE