

OED Blog November 2019

The holiday season is here, and shopping opportunities in Ozaukee County abound! For this month's blog, we asked Karina Ward, Community Development Educator from UW-Madison Extension Ozaukee County, to share some insight on Small Business Saturday, and the significance of shoppers spending money in local communities. For more News about Business in Ozaukee County please visit www.ozaukeebusiness.org.



Lorli Woitas
Ozaukee Economic Development
Marketing & Education Coordinator



Small Business Saturday and the Importance of Shopping Local

On Saturday, November 30, millions of shoppers are expected to flock to businesses in downtowns and local shopping districts across the country — including Wisconsin — to support Small Business Saturday, an event that has grown exponentially since it was created in 2009. Small Business Saturday is a holiday shopping tradition that brings together communities in support of their favorite small businesses, sponsored by American Express.

“Millions of shoppers [come] together to show their support for small, independently owned businesses,” said Elizabeth Rutledge, Chief Marketing Officer at American Express. “The Shop Small movement has become a national celebration – people all around the country are turning out to back the small businesses that make our neighborhoods and communities thrive.”

According to the 2018 Small Business Saturday Consumer Insights Survey, 104 million shoppers spent a record high of \$17.8 billion on Small Business Saturday in 2018. The average Small Business Saturday shopper spends more than \$104 over the course of the day, approximately \$62 at retailers and \$42 at restaurants or service businesses. The same survey found that 96% of consumers who reported shopping on Small Business Saturday said the day makes them want to Shop Small all year long, not just during the holiday season.

Surveys conducted in various Wisconsin communities during past year's Small Business Saturday point to the ability of these types of events to not only boost spending during a single day, but to build a relationship with local consumers. Successful events also created a number of additional benefits, such as introducing customers to additional businesses within the district, raising awareness of local civic or charitable organizations, and creating the opportunity for residents and visitors to mingle.

Wisconsin offers a plethora of local shopping options, ranking second in Main Street entrepreneurship activity by the Kauffman Foundation. This concentration is even higher in downtowns, where more than 90 percent of businesses are locally owned. Shopping locally not

only supports entrepreneurship, but also ensures that a greater percentage of spending will remain in the community, as 68 percent of every dollar spent at a locally owned business will be recycled locally. Local spending also helps retain local jobs, support local philanthropy, and ensures that your holiday gifts are truly one-of-a-kind.

Whether you are looking for a gift basket of local products for clients, toys for the young or young-at-heart, or the perfect gift for a loved one who is particularly difficult to shop for, Ozaukee County's retailers are here to help. Cedarburg has been featured by Midwest Living as one of the Midwest's best holiday shopping towns and features storefronts adorned for the season. Grafton and Mequon offer a wide range of locally-owned stores big and small. Port Washington's award-winning downtown district is home to many unique lakefront shops, including specialty food stores. Thiensville, Fredonia and Belgium offer an assortment of shops and galleries. As you make your holiday purchases, and as we head into the New Year, remember to shop Ozaukee County.



Karina Ward, AICP
Community Development Educator
UW-Madison Extension Ozaukee County



Errin Welty, CEcD, EDFP
Downtown Development Program Manager
Wisconsin Economic Development Corporation