



Media Release

November 23, 2020

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Small Business Weekend scheduled for November 27-29

Support Small Businesses in Downtown Evansville

ANNOUNCEMENT – November 23, 2020: The DOWNTOWN EVANSVILLE – Economic Improvement District is promoting Downtown Business and their offerings during Small Business Weekend Friday, November 27 through Sunday, November 29.

November 23, 2020: The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) celebrates the 11th Annual Small Business Saturday® Friday, November 27 through Sunday, November 29 for Small Business Weekend.

Downtown stores and restaurants will be open and offering specials throughout the day. Individual stores will be distributing free tote bags courtesy of American Express. Quantities are limited. Live music will also take place along Main Street as guests stroll from shop to shop. The EID will distribute maps and Shop Local bags, courtesy of Evansville Teachers Federal Credit Union, at 3rd & Main on Saturday, November 28 beginning at 9AM. Quantities are limited. Free gift wrapping will take place from 11AM – 3PM on Saturday, November 28 in front of 318 Main Street (Innovation Pointe). Guests can bring gifts purchased from Downtown businesses to this location, where they will be wrapped by volunteers from the YWCA Evansville. Tips are encouraged and will benefit the YWCA.

Downtown restaurants and shops have created a safe environment for shoppers and their employees, with adherence to CDC guidelines, increased sanitation efforts and social distancing. These include employees wearing face masks and requiring customers to wear a mask upon entry, hand sanitizers, social distancing floor markers, and other efforts.

“This year we are promoting shopping opportunities in Downtown Evansville for the entire weekend versus the traditional Small Business Saturday®. We know that consumers are looking for different shopping options during the pandemic. Our businesses have adapted to changes in consumer preferences by expanding their offerings to include curbside delivery, online stores and virtual shopping experiences, home and office delivery and more,” said Josh Armstrong, president, EID. Shopping small supports real economic growth in our community through jobs, business ownership opportunities, tax base, and that an average two-thirds of every dollar (\$0.67) spent at a small business in the U.S. stay in that local community.¹ “Many of our Downtown businesses search out local products and ingredients, magnifying the economic impact of consumers choosing small businesses,” he added.

Visit DowntownEvansville.com/Shop or Downtown Evansville Indiana on social media for individual shop and restaurant sales and specials. Consumers can learn more about Small Business Saturday and how to get involved by visiting ShopSmall.com.

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About DOWNTOWN EVANSVILLE – Economic Improvement District

Following a 2017 petition process of member property owners, the EID was formed in 2018 to provide benefits and services to member properties paid for by a special annual assessment on these properties. The EID builds a more active and inclusive Downtown Evansville. It enhances resident, consumer, investor, work and visitor experiences in Downtown Evansville. In 2021, the EID will lead over \$200,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy and safety programs.

About Small Business Saturday

November 28, 2020, marks the 11th Annual Small Business Saturday, a celebration of small businesses and the positive impact they have on communities across the country. American Express, having created Small Business Saturday in 2010, proudly works with organizations and independent businesses to provide solutions that support communities and uplift local economies. Learn more and connect with us on ShopSmall.com, Instagram.com/ShopSmall, and Facebook.com/SmallBusinessSaturday

¹ The statistic cited is an estimate based on calculations using data on small businesses with under 100 employees from the U.S. Small Business Administration, as reported in the *2018 Small Business Economic Impact Study* conducted by Econsult Solutions, Inc. (ESI) on behalf of American Express.