



Office of Mayor Bernie Ash

Sarah Haston, Economic Development Director

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Mark your calendar, now in its eighth year, Small Business Saturday (**November 25**) is a day where every shopper can play a part to support their local economy and the small business owners who provide the majority of our economic growth. “Small Businesses are the foundation of our economy- our community thrives on the fact that our residents either work at a small business or own a small business,” said Sarah Haston, Economic Development Director. “Small Business Saturday is an opportunity to show support for our friends, and neighbors who throughout the year are growing our local economy, as well as supporting many local initiatives and organizations.”

“We are committed to helping our local businesses grow and thrive all year round and especially this holiday season,” stated Melanie Minter with Lebanon Wilson County of Commerce. “We want to encourage everyone to “Shop Small” and stay here in Lebanon to support each other. First there was Black Friday, and then Cyber Monday, and now Small Business Saturday – designed to help drive shoppers to small local businesses.” Kim Parks, Historic Lebanon, executive director Kim Parks and Lebanon Wilson County Chamber of Commerce President, Melanie Minter have been promoting “Small Business Saturday” for several years and last year partnered with The City of Lebanon’s, Economic Development Director, Sarah Haston for a digital marketing enhancement including the marketing seminar for local businesses and with the success of last year’s event, they have decided to duplicate the efforts this year. The first component of the event is at City Hall at 8:30 am on **Tuesday, October 17th**, a “Shop Small” marketing seminar designed to help the small businesses with a digital marketing plan. “We want to provide the City with an over-all cohesive marketing strategy that will help build momentum for November 25th! By shopping local and small, the majority of the money stays within the community. Small business owners and Main Street businesses are the fabric of our daily lives. When I meet

with these owners & workers, it doesn't take long to see their energy and passion for what they do. When we support small businesses, jobs are created and local communities preserve their unique culture," says Haston. "Small Business Saturday also provides us an opportunity to honor and celebrate the hardworking men and women that are creating jobs and fueling the Lebanon economy in their local neighborhoods" said Mayor Bernie Ash.

This particular event is designed for our retail small businesses and we encourage you, if you have a product or service to sell, to be open for business on Saturday November 25th and would like help to promote your business – please join us for this free workshop. You will receive the how to's of social media, effective methods to make your messaging go further, a digital marketing calendar, posters to advertise and you will be a part of the consumer give-away! We have designed a mobile experience for all of the shoppers that day and each person will have the ability to check into our event from their cell phone while they are shopping and one winner at random will be selected to win a Large Goodie Basket! Each business owner will have an opportunity to win additional advertising during the 4th quarter of the year to help promote their business as well! We encourage all small businesses to join us! We are also encouraging consumers to "dine small" by grabbing a bite at a local eatery, so if you are a small restaurant please feel free to join in the event with us!

We will have a second event on **November 16th** also at City Hall at 8:30 am for all those businesses that are participating to come out, pick up their "Shop Small" tote bags, marketing materials, build more digital partnerships, and get fired up to kick-off the marketing and campaign momentum of "Shop Small".