



County of Santa Cruz

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SAVE THE DATE AND SIGN UP FOR SMALL BUSINESS SATURDAY

With the holiday season approaching, the Santa Cruz County Office for Economic Development is once again encouraging local small businesses to sign up for Small Business Saturday.

Last year, more than 900 local businesses participated in Small Business Saturday, a nationwide shopping event sponsored by American Express and focusing on local small businesses. The annual event follows Black Friday, with this year's event being held Nov. 26.

“The response last year was tremendous, with residents turning out from the San Lorenzo Valley to Capitola-Soquel to the Pajaro Valley to support our local businesses,” Economic Development Coordinator Barbara Mason said. “We hope this year can be even bigger.”

Eight-two percent of local businesses have nine or fewer employees, and provide most of the jobs in the community. Area chambers of commerce, Think Local First! and others have been partners in supporting Small Business Saturday.

This year's Small Business Saturday will coincide with numerous community events, such as Capitola's "Surfin' Santa" and the Santa Cruz Mountains Makers Market in Felton. Additional events will be announced.

Local business owners are being asked to register their business for Small Business Saturday at <https://www.americanexpress.com/us/small-business/shop-small> to receive free, customized marketing materials. They may also follow local developments by “liking” the County's Small Business Saturday Facebook page at <https://www.facebook.com/santacruzcountysmallbusinesssaturday>.