



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

Date: October 15, 2015 10:19 AM
Release: Immediately
Contact: Barbara Mason
Economic Development Coordinator
454-2728

The County of Santa Cruz and its partners are pleased to announce the first annual Santa Cruz County Small Business Saturday to honor and support our wonderful local businesses and entrepreneurs.

Conceived as a counterpoint to Black Friday and Cyber Monday, Small Business Saturday is focused on the independent, local, brick-and-mortar businesses that are the foundation of our local economy. As part of a countywide push to get hundreds of local businesses to participate, the county has partnered with local business groups from the San Lorenzo Valley to the Pajaro Valley.

“Part of what makes Santa Cruz County unique is our long history of developing and supporting local businesses, from organic food producers and beloved restaurants to world-class pizza makers and groundbreaking skate shops,” said Barbara Mason, Economic Development Director for Santa Cruz County. “They contribute so much to our community, and they deserve to be celebrated.”

To be held November 28, Small Business Saturday has been supported since 2010 by American Express. Last year, \$14.3 billion was spent at small, independent businesses on Small Business Saturday, providing an economic boon as retailers and other sellers entered the holiday shopping season.

Across Santa Cruz County, 82 percent of business have nine or fewer employees. Nearly 97 percent of local employers meet the Small Business Administration’s definition of a small business with 50 or fewer employees.

Sign-up is free. Each business that signs up will receive participation materials and be recognized among Small Business Saturday businesses. Shoppers will receive discounts by having sales taxes covered by participating businesses.

If your business would like to participate, please email Barbara Mason, Santa Cruz County Economic Development Coordinator at Barbara.mason@santacruzcounty.us.