



Media Release

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Spring Small Business Saturday scheduled for Saturday, May 29
Support Small Businesses in Downtown Evansville

ANNOUNCEMENT - May 25, 2021: The DOWNTOWN EVANSVILLE - Economic Improvement District (EID) is hosting their second annual Spring Small Business Saturday on May 29 from 9 AM - 4 PM.

The event debuted in 2020 to encourage consumers to support small businesses in Downtown Evansville impacted by COVID-19. Downtown stores, restaurants, and vendors will be welcoming shoppers.

“As we look ahead to business recovery from COVID-19 we continue to identify ways to encourage consumers to support our small businesses. This year we are welcoming 14 local vendors to join our existing brick and mortar stores for the event,” said Josh Armstrong, president, EID.

Live music will take place along Main Street as guests shop and dine Downtown. The EID will distribute maps and Shop Downtown bags, courtesy of Evansville Teachers Federal Credit Union, at 318 Main on Saturday beginning at 9 AM. Quantities are limited.

Businesses continue to adhere to recommended COVID-19 safety protocols. 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,” Armstrong added.

In addition to Downtown restaurants being open, local food trucks Bruce Li and QB's BBQ will be serving food to shoppers. Visit DowntownEvansville.com or Downtown Evansville Indiana on social media for event details.

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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.

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.