



**Media Release**

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**Small Business Saturday is November 27**  
*Support Small Businesses in Downtown Evansville*

**ANNOUNCEMENT - November 22, 2021:** The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) celebrates the 12th Annual Small Business Saturday® on Saturday, November 27 from 9 AM – 4 PM.

The EID will distribute maps and Shop Downtown bags, courtesy of Evansville Teachers Federal Credit Union, at 318 Main Street on Saturday beginning at 9 AM. Quantities are limited. Shops 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. The EID, in partnership with the Stratman family, is creating a shopping experience for visitors inside the former Stratman’s Pharmacy at 4<sup>th</sup> & Main. The Pop-Up at Stratman’s will feature specialty vendors selling their products, ranging from clothing to baked items. Live music will take place along Main Street as guests stroll from shop to shop.

“We emphasize the importance of shopping small year-round, but the most important shopping day of the year for our shops is Small Business Saturday,” 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.<sup>1</sup> “Many of our Downtown businesses search out local products and ingredients, magnifying the economic impact of consumers choosing small businesses,” he added.

Visitors are encouraged to dine Downtown and support existing local restaurants during this event.

Visit [DowntownEvansville.com/ShopSmall](http://DowntownEvansville.com/ShopSmall) 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](http://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 27, 2021, marks the 12th 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](https://www.shopsmall.com), [Instagram.com/ShopSmall](https://www.instagram.com/ShopSmall), and [Facebook.com/SmallBusinessSaturday](https://www.facebook.com/SmallBusinessSaturday)

<sup>1</sup> 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.