



Media Release

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## **Spring Small Business Saturday scheduled for Saturday, May 30**

*Support Small Businesses in Downtown Evansville*

**ANNOUNCEMENT – May 21, 2020:** The DOWNTOWN EVANSVILLE – Economic Improvement District will host a Spring Small Business Saturday on May 30.

May 21, 2020: The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) celebrates Small Businesses on Saturday, May 30 by hosting a Spring Small Business Saturday.

Downtown stores and restaurants will be open and offering specials throughout the day. Individual stores will be distributing free tote bags courtesy of the EID that were specially designed for the event. The bags feature a Wildflowers design by Downtown Evansville resident artist Andrew Cooper. Putting his signature touch on the event, Cooper's Wildflowers represent growth in our day to day lives. Quantities of the bags are limited. Live music will also take place along Main Street as guests stroll from shop to shop.

Businesses have implemented recommended safety protocols to reopen. These include employees wearing face masks and asking customers to wear a mask upon entry, hand sanitizers, social distancing floor markers, limiting capacity at locations, temperature checks and other efforts.

“The COVID-19 pandemic has created many challenges for businesses across the country, including those in Downtown Evansville. Small businesses provide the uniqueness that make our community different from other cities,” 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.

Visit [DowntownEvansville.com/supportlocal](http://DowntownEvansville.com/supportlocal) or Downtown Evansville Indiana on social media for individual shop and restaurant offerings during the day.

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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 2019, the EID will lead over \$250,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy and safety programs.*

<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.