



City of Arts & Innovation

News Release

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City of Riverside Embraces Nov. 30 as Small Business Saturday®

Annual next-day follow-up to “Black Friday” urges support of local small businesses

RIVERSIDE, Calif. – The City of Riverside is encouraging residents to remember their local small businesses all through the holiday shopping season, but especially on Small Business Saturday®, which is celebrated each year the weekend after Thanksgiving.

“Small business is the backbone of the U.S. economy, and that certainly is true here in Riverside,” Mayor Rusty Bailey said. “From downtown to La Sierra, our small businesses have the perfect gift for that special someone during the holidays.”

Created in 2010, Small Business Saturday serves as the ceremonial kickoff to the holiday shopping season for small businesses across the United States. In 2018, U.S. shoppers reported spending an estimated \$17.8 billion at independent retailers and restaurants on the day, according to the American Express Small Business Saturday Consumer Insights Survey.

About two-thirds of every dollar spent at a local small business stays in the community, according to the 2018 Small Business Economic Impact Study from American Express. That means that a dollar spent locally can have a much larger economic impact on the local economy.

“Our city and our Greater Riverside Chambers of Commerce have encouraged our residents to ‘Shop Riverside’ for years,” Mayor Pro Tem Andy Melendrez said. “There is no better time to heed that message during the busiest shopping season of the year.”

In recognizing the importance of supporting independent businesses in Riverside, the City encourages resident to include the hashtags #ShopSmall, #SmallBizSat and #ILoveRiverside when posting on social media any messages or photos of their shopping adventures.

More information about Small Business Saturday can be found at ShopSmall.com.