

Announcing the Official Kickoff of the 2023 Small Business Season

Everything you need to know about the merriest time of year



We are delighted to announce the official kickoff of Small Business Season™ 2023 on November 1st. This year our campaign to support our small/independently-owned businesses will be even bigger than before!

It hasn't been an easy year for any of us. With rising costs, fears of inflation, hiring challenges, and so much more, our local businesses need assistance and what better time to support their dreams than at the holidays?

As part of Small Business Season, we're encouraging shoppers to support small businesses including retail, dining, entertainment, as well as other goods and services including artisans, authors, makers, service providers, and more.

[Shopping Local Is Kind](#)

When it comes to buying local, we want you to remember the benefits of shopping small are **KIND.**

Knowledge – local businesses are often staffed by owners or people who have a solid knowledge of their products and services. They will take the time to help you figure out what you want and need as well as answer questions.

Investment – \$68.00 out of every \$100 spent locally stays here. (Restaurants return nearly 79%!) When you shop local, you’re making an investment in {community name}.

Neighbors – we want to live in a town where we know we can count on one another. Small businesses support our pursuits (by sponsoring things like our children’s teams and field trips). We want to support their dreams as well.

Dreams – Gen Y and Z are some of the most entrepreneurial generations since the 1930s. 62% of Gen Y and 75% of Gen Z want to open a business someday. We want them to think of our area as a great place to follow their dreams.



Celebrate Small Business Season with Us

As a further incentive to shop small this holiday season, we’re hosting the 12 Deals of Christmas. As the name suggests, the 12 Deals of Christmas will feature 12 special deals offered by independently-owned/small businesses in our community, one for each day leading up to Christmas!

We invite you to set aside a portion of your holiday budget to spend it with our small businesses. From holiday meals to looking your best for the company party, from entertaining out-of-town guests to boarding your pet, from getting your home ready for guests to buying teacher gifts or end-of-year thank you’s, there are so many ways you can support our local business community.

Join us as we celebrate Small Business Season, a feel-good celebration of our small businesses and our community's entrepreneurial spirit. To learn more, visit www.burkecountychamber.org