

St. Croix EDC Reminds County Residents: “Keep it Local” on Saturday



Small Business Saturday® (SBS) enters its second year on Saturday, November 26, 2011. SBS is another unique shopping day on the Saturday after Thanksgiving. It is sandwiched between ‘Black Friday,’ traditionally

a big box retail shopping event, and ‘Cyber Monday,’ a day that consumers use for e-commerce shopping. The three or four days after Thanksgiving represent some of the heaviest shopping days of the year. Those days can translate into annual profitability for many businesses.

Small Business Saturday® is an opportunity for consumers to support traditional Main Street stores. “The brick and mortar businesses along Main Street represent the backbone of local economies,” said William Rubin, executive director of St. Croix Economic Development Corporation (EDC). “The Small Business Administration says half of America’s workers either own or work for a small business. Small Business Saturday® is an important event that encourages shoppers to support the businesses in their respective communities. Small businesses play an important role by creating jobs, generating sales for the local economy and supporting local initiatives and fundraising campaigns throughout the year.”

Economic studies conclude that for every \$100 spent locally, \$68 remains in the community. “That is a vital statistic,” said Rubin. “Receipts from national chains go elsewhere.”

“Shoppers can find many treasures locally,”

added Rubin. “Each community in St. Croix County has something to offer, whether it is locally-crafted jewelry, apparel, hardware, or a great meal and beverage. Please join the countless shoppers nationally by participating in SBS.”

Happy Thanksgiving from St. Croix EDC.



Seasons On St. Croix is one of the many local Main Street retailers in Hudson that will be open on Saturday, November 26th. Owner Ruth Misenko utilized the Regional Loan Fund for a low interest loan to renovate the building in 2008.



Chickadee Doo-da in New Richmond is an example of one of the many local retailers shoppers are encouraged to support. In 2008 Chickadee Doo-da owners Cheryl Johnston and JoAnne Fall used the Regional Loan Fund for a low interest loan to improve their store front.