



COMMONWEALTH OF MASSACHUSETTS

Town of Southwick

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Economic Development Commission

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Michael McMahon, Chairman

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Press Release

Small Business Saturday November 28

With the holiday season including "Black Friday" on November 27 the Southwick EDC is reminding area residents to support local business. Local businesses employ area residents, pay real estate tax, personal property tax, support local charities and buy from local suppliers. Nationally since 2010 the Saturday after Thanksgiving has been known as **Small Business Saturday**. Purchases made at small local businesses contribute more to the local economy than purchases made from out of state businesses where the profit does not stay local.

Southwick businesses employed more than 2,000 people in 2014. Selectman Russ Fox co-owner of *Southwick Florist* said: "Have breakfast at a Southwick Restaurant" on Small Business Saturday. His comments came at the November 18, 2015 Board of Selectmen's meeting. He could have added then shop in town.

Southwick has more than 20 restaurants and entertainment venues. According to state data food establishments employ more than 300. There are several shops selling locally made or grown items.

For the business community consider special sales, advertise in local media, create mailings and other marketing pieces through area vendors. Local business owners could consider joining area business and networking organizations (Lions, Rotary, Chambers of Commerce) in the area.

Southwick is open for business for the Holidays and all year long. Free parking and no traffic jams. For more information visit southwickma.info

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For more generic information on Small Business Saturday:

<https://www.score.org/blog/2015/bridget-weston-pollack/november-28-small-business-saturday-are-you-ready>

State data on Southwick employment:

http://lmi2.detma.org/lmi/lmi_town.asp?area=000447

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