

OCONEE ENCOURAGES “SMALL BUSINESS SATURDAY”

Support Small Businesses on November 26

Oconee County, GA – The Thanksgiving weekend of 2011 marks the second annual “Small Business Saturday” that is being promoted by American Express. While small businesses make up the vast majority of all businesses in Oconee County, it is important to remember that over 85 percent of all Oconee County businesses employ fewer than 10 people. The heart and soul of Oconee County’s business community is through small businesses.

Whether that is through an independent restaurant, a niche retailer, or a small service provider, the importance of small businesses in the community cannot be understated. Small businesses are responsible for the majority of the jobs that are present within the community and are critical to the ongoing stability of the overall region’s economy.

Yes, Black Friday will be on November 25 - but will actually get started for some retailers on Thanksgiving Day - and Cyber Monday will be on November 28, so recognizing the importance of small businesses on the Saturday between the two cannot be understated.

Small Business Saturday goes hand-in-hand with the “go LOCAL” initiative that has been jointly promoted by the Oconee County Chamber of Commerce and the Oconee County Economic Development Office within the community. Supporting small businesses goes a long way toward retaining a healthy community as these businesses are those that support the schools and non-profit entities that are so highly regarded within the community.

So join us in Oconee County to support small businesses this Saturday, November 26. We look forward to seeing you at local establishments.

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