

Dane Buy Local: Holiday shopping season kick-off press conference

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Madison, WI – Dane Buy Local Executive Director Colin Murray, Dane County Executive Joe Parisi, and Bank of Sun Prairie Senior Vice President Retail John Loeffler join other local business leaders to commemorate Dane Buy Local’s 12th Shop Indie Local campaign. The event highlights Dane Buy Local’s 600 members and the importance of supporting local businesses throughout the holiday season.

“Bank of Sun Prairie is proud to be a presenting sponsor for Shop Indie Local for the second year, this time as we emerge from the pandemic and look forward to the promise of a brighter future,” says Loeffler. “We encourage you to support local, independent businesses. They’re the lifeblood of our communities, and we’ve seen far too many disappear over the past 18 months. Let’s give them the due they deserve and help them thrive as they enter 2022.”

“Our local businesses play a critical role in the overall health of our economy and help define our community’s culture,” said Dane County Executive Joe Parisi. “By participating in Small Business Saturday and Shop Indie Local, Dane County residents can support our small businesses and help our local economy continue to recover from the long term impacts of the pandemic.”

Small Business Saturday focuses on local business. Has Small Business Saturday made a difference?

- U.S. shoppers who shopped at independent retailers and restaurants on Small Business Saturday reported spending a record-high estimated \$19.8 billion in 2020, up from \$19.6 billion in 2019.
- 97 percent of shoppers recognize their impact by shopping small, and 85 percent also encouraged friends and family to do so.

- 56 percent of Small Business Saturday shoppers reported shopping online with a small business, up from 43 percent in 2019.

“Small Business Saturday is the perfect time to look for holiday gifts for loved ones or yourself while supporting local businesses,” says Murray. “When you spend your dollars at locally owned retail businesses rather than a chain store, more money returns to the local economy.”

According to [Civic Economics](#), when you spend a dollar at an independent business, approximately 47 cents return to the local economy. When spent at a chain store, only 14 cents return. Spent at an online giant, only a few pennies return. The 47 cents also recirculate through the local economy, generating a ripple effect that strengthens jobs, charitable contributions, and community prosperity.

Shop Indie Local goes through December 31, including Plaid Friday (November 26), Small Business Saturday (November 27), Artist Sunday (November 28), Local Cyber Monday (November 29), and Giving Tuesday (November 30).

ZOOM LINK:

Join Zoom Meeting

<https://us02web.zoom.us/j/87982595582>

Meeting ID: 879 8259 5582

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