

For Immediate Release
November 20, 2023



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**The Downtown Bozeman Association and Prospera Business Network Present –
Small Business Saturday 2023**

Since 2010, between Black Friday and Cyber Monday sits “Small Business Saturday”, a day dedicated to helping small businesses and their communities. Small Business Saturday will take place all day on November 25th in downtown Bozeman.

It’s a day dedicated to supporting small businesses and the community by helping boost the local economy. Downtown Bozeman and over 250 small businesses are proud to take part in Small Business Saturday, and we encourage everyone to “Shop Small” in downtown Bozeman and across the country on November 25th.

Downtown businesses will open their doors for one of the busiest shopping weekends of the year with the City of Bozeman offering FREE parking in the Bridger Downtown Parking Garage (on the corner of Black and Mendenhall), as well as all four surface lots.

According to the Small Business Administration, Montana is home to 123,419 small businesses, employing 65% of the private workforce. While many businesses continue to recover from challenges associated with the COVID-19 pandemic, our local businesses are relying on shoppers more than ever to “Shop Small” and shop local.

Why Shop Small?

- In 2021, 51 million shoppers participated in Small Business Saturday. ([National Retail Federation](#))
- Nearly 6 in 10 (59% holiday shoppers plan to participate in Small Business Saturday 2022—more than Black Friday (56%). ([Bankrate](#))
- 33.2 million small businesses currently operate in the U.S. ([Small Business Administration](#))
- Small businesses generated 12.9 million net new jobs over the past 25 years, accounting for two out of every three jobs added to the economy. ([SBA](#))

How to Shop Small?

- In addition to heading downtown on Saturday, November 25th, consider leaving a positive online review for your favorite downtown business!
- Shout it from the top of a mountain (or the M!). Word of mouth is an excellent way to alert friends and family about great places in downtown Bozeman – and while you’re at it, carpool and bring them with you on Saturday, November 25th.
- Order takeout directly from our fabulous downtown restaurants! Third party apps take a significant cut from a restaurant or café; instead, order directly from the website or over the phone.
- Visit your favorite retailers website to order online directly! Tons of downtown businesses have the option to order online and pick-up in person, saving you tons of time!

Check out some of these downtown and DBA Member businesses who are celebrating Small Business Saturday below!

- [Bozeman Spirits Distillery](#) - Holiday Bottle Special! Buy 2 bottles = \$5 off, Buy 4 bottles = \$10 off, Buy 6 bottles = \$15 off
- [Damselfly Clothing Co.](#) – Offering 20% off all regular price items, plus sale items are up to 70% off!
- [Jonah & Sage](#) - Offering 20% off all regular price items, plus sale items are up to 70% off!
- [La Cuisine](#) – 9:00AM: 15% off cutlery and woods, 10:00AM: 15% off glassware and holiday, 11:00AM: 15% off cookbooks and cookware, Buy 2 bottles = \$5 off, Buy 4 bottles = \$10 off, Buy 6 bottles = \$15 off!
- [Main Street Quilting Company](#) – Stop in to check out the promo on Janome Machines until December 31st!
- [Montana Gift Corral](#) - 25% off all Christmas and Holiday Items.
- [Northwest Safe of Bozeman](#) – Sale on ALL safe in store and online.

When we all shop small, it will be HUGE!

For more information, please visit www.downtownbozeman.org/SBS & <https://prosperamt.org/programs/small-business-development-center/small-business-saturday>.

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