Press Release
Small Business Saturday 2026

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The Downtown Bozeman Association and Prospera Present –
Small Business Saturday 2026

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 28th 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 100 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 28th.

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 2023, 59 million consumers shopped in stores on the Saturday after Thanksgiving and that 78% of Saturday shoppers shopped specifically for Small Business Saturday. (*National Retail Federation*)
- 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*)
- In 2023, U.S. consumer spending on Small Business Saturday was about $17 billion. (*SBA*)
- Since the movement's start (2010), estimated total spending at small businesses on that day is about $201 billion. (*SBA*)

- On average, independent/local small businesses recirculate about 48% of each dollar spent back into the local economy—versus under 14% for chain-stores. *(Prospera Partners)*
- According to a 2024 survey, 72% of consumers prefer buying from small businesses over larger enterprises; many cite uniqueness of products and supporting local economy. *(SimpleTexting)*

How to Shop Small?

- In addition to heading downtown on Saturday, 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 28th.
- 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 retailer's 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!

- Ascension Fitness Studio – Celebrating 2 years! Sign up for any reoccurring membership and receive your first two months 50% off during all of November with code TWOMUCHFUN. Already a member? Bring a friend to a FREE birthday class from November 20-22nd.
- Bitterroot Bistro – Bitterroot Bistro will offer a complimentary kids' meal to children 12 and younger with the purchase of an entrée during Small Business Saturday.
- Bozeman Running Company – Bozeman Running Company open 9am - 5pm with special sales and their annual "Run to the Tree" group run starting at 9am. ***Run to the Tree:*** Doors open at 8:45am. Head out on a 5k group run and find the hidden Christmas tree along the way. Bring back a lucky ornament and redeem your prize. Prizes range from running gear, shoes, local race entries, and gift cards to downtown Bozeman businesses. RSVP Here. ***In store and online sales:*** 20% off footwear, Buy 3 get 1 free socks, Discounts on Garmin and Shokz, plus a special gift card promotion. ***Gift card promotion:*** Spend $150, get a $20 gift card. Spend $250, get a $100 gift card. Spend $500, get a $100 gift card.
- Chalet Sports – Thank you for shopping local! There will be discounts throughout the store…footwear, clothing, skis, helmets, packs, goggles and so much more for the entire family. Get outfitted for the upcoming season. Let it SNOW!!!
- Crossbow Bozeman – 20% OFF Storewide - Nothing is off limits (Including all leather goods, Tecovas boots, Men & Women's Apparel, Sterling Silver Jewelry & More.) FREE Giftwrapping (Photos attached) Hours: 10 AM – 7 PM
- Earth's Treasures – 15% off all Amethyst and Grape Agat (Geodes, Jewelry, Towers, etc). $25 variety boxes with a retail value of $80-$120.
- Evrgreen - 20% off storewide with regular store hours for BF and SBS!
- Harmony Massage – Receive 10% off gift cards from November 28th – December 24th.
- Howdy Events – For Small Business Saturday, we're offering 10% off any balloon decor booked by December 1st! Whether you're planning a holiday party, birthday, baby shower, or just have something worth celebrating, we'd love to be part of it!

- Intrigue Ink – All day Saturday, spin the wheel (in-person OR online) to win a mystery deal—up to 30% off!
- Intrigue Ink – We work our little honey buns off all year making things we're proud to put on our shelves. Small Business Saturday is a chance to celebrate that work and thank the folks who make it possible by shopping small. So, we're doing it the Intrigue Ink way, getting creative with specials throughout the day and having a little extra fun in the shop. Come see what we've cooked up!
- Kenyon Noble - Get a $25 gift card for only $20 and come to the new Christmas Market at the Bozeman location and take 30% off live Christmas trees and 25% off decor & lighting!
- Lewis & Clark Motel – Independent and Family-Owned for over 50 years! Proud to be a small business: A "BRAND" of our own since 1976. Celebrating Small Businesses everywhere.... May they continue to thrive and remain relevant forever! As We Celebrate 50 years ~ STOP IN TO CELEBRATE WITH US. Complimentary Downtown Parking for Small Business Saturday! Visit our History Museum and Tour our Nutcracker Collection 11AM-7PM
- Light House Bozeman – A Gift Certificate Bonus happening November 27-30th. Give someone you love the gift of sanctuary. For every $150 in Light House gift certificates you purchase, receive a $40 bonus certificate, for them or for you.
- Luxe Diamond Jewelers – This Small Business Saturday, we invite you to shop local, celebrate small, and find something truly special at Luxe Diamond Jewelers! OUR ENTIRE STORE WILL BE UP TO 30% OFF! Shop small. Shop local. Make a big impact.
- Maven's Market – Mavens Market has the perfect gifts for the foodies on your Christmas list, from delicious cheeses to beautiful boards! And now's the perfect time to shop with their Black Friday gift card special. Get a $25 gift card for just $20 or a $50 gift card for $40! Stop by Mavens Market to grab yours. Available in-store only on November 27th and can't be combined with any other discounts. Happy shopping!
- Miguel & Co – Weekend Special November 27-29th! 10% off storewide (a few exclusions apply). Plus, free trucker hat with purchase of $150 or more.
- Montana Ballet Company – Giselle BOGO Tickets | Use code GOTWILIS at checkout through November 29th. Elevated Nutcracker, $50 for adults; kids are FREE. Purchase your Nutcracker tickets and follow the prompts at checkout for Elevated Nutcracker. This new, family-friendly event will be held at 12 PM on December 5th and 9:30am on December 6th. A limited number of tickets are available. Pictures with select cast members, small bites, early boutique shopping, and behind the scenes access.
- Montana Gift Corral – A huge thank you to our wonderful community and loyal customers this Small Business Saturday! Your support has allowed us to do what we love for over 30 years, helping you find the perfect Montana gifts for everyone on your list. Don't forget to take advantage of our Black Friday-Cyber Monday deals this weekend. Enjoy 20% off everything online and 20% off holiday décor in-store at our Downtown Bozeman and Bozeman Walmart locations. Stop by or shop online, we can't wait to see you!
- Olivelle – Shop deals up to 50% off select items including 15% off all Olivelle products. Saturday only take an extra 10% off when you purchase any 3 Olivelle seasonings or salts! Plus, receive a free 100ml bottle of our limited-time Cranberry Spice Balsamic with any $100+ purchase. Founded in Bozeman in 2006, Olivelle is a family-owned business proudly making all of our infused olive oils, balsamic vinegars, seasonings, and salts right here in Bozeman!
- Owenhouse ACE Hardware – Milwaukee PACKOUT: Spend $199, save $50. Spend $299, save $90. Spend $399+, save $150. Your truck's organized era starts now. Milwaukee buy one, get one free: Grab an M18 FUEL brushless drill and impact driver kit (or an XC5.0 battery and charger), and get

an M18 FUEL grinder or tire inflator (tool only) free. That's up to a $249 value. DeWalt 20V MAX ATOMIC drill and impact driver kit: $169 for Ace Rewards members. That's $80 off.

- Revolvr - 20% off storewide with regular store hours for BF and SBS!
- Styled by Cat D – The first 20 people to join my email list at styledbycatd.com will receive $20 off their first Beauty Concierge session. The sign-up form is at the bottom of the homepage, where visitors can also learn more about the service.
- The Montana Scene – Open 10 AM – 7 PM on Small Business Saturday, and our promotion for the entire day will be 25% perfect off the entire store.
- Treeline Coffee Roasters – Get 20% off swag, gift cards, and select coffee both online and in cafes! Special happening November 27th – 30th.
- Wild Wisdom Collective – Up to 70% off clearance items from November 27th – December 31st

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.

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