



BARRY GLASSMAN

HARFORD COUNTY EXECUTIVE

FOR IMMEDIATE RELEASE

November 27, 2019

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Shopping Small is Big for Harford County; Small Business Saturday is Nov. 30

BEL AIR, Md., (Nov. 27, 2019) - Small businesses create jobs and boost local economies. November 30 is the tenth annual Small Business Saturday, a national appeal for holiday shoppers to “shop small” at local businesses.

According to the American Express 2018 Small Business Economic Impact Study, approximately 67 cents of every dollar spent at a small business remains in the community, and 50 cents of every dollar creates additional local business activity. A 2017 study commissioned by the Harford County Office of Community & Economic Development found that if every household in Harford County chose to shop small year round, it would create an estimated 3,438 new jobs, more than \$105 million in wages, and more than \$23.5 million in state and local revenue to be invested back into the community each year.

“Small business owners support their families, add local jobs, and grow our economy,” County Executive Barry Glassman said. “They are also among our most generous donors to local nonprofits. The bottom line is shopping small is big for Harford County.”

More information about Small Business Saturday is online at

<https://www.americanexpress.com/us/small-business/shop-small/?linknav=us-loy-nav-shopsmallbutton>

ECONOMIC IMPACTS OF BUYING LOCAL in Harford County



Prepared by
EAGB HARFORD
ECONOMIC DEVELOPMENT
AND COMMUNITY IMPROVEMENT

HARFORD HAS IT: BUY IN

Harford County households can choose to spend money locally rather than outside the area, and create new jobs and opportunities. If every household were to make some simple changes to where they spend their money, it can make a big impact on the community.

RESTAURANT VISITS:

One additional patronage each month (12 meals per year).



CREATES **1,802 Jobs**

GAS FILL-UPS:

One additional gas fill-up each month (12 gas fill-ups per year).



MAJOR APPLIANCES:

One additional major appliance purchase once a year (1 appliance per year).



CREATES **654 Jobs**

PROFESSIONAL SERVICES:

One additional professional service purchase every 6 months (2 lawyer/accounting services per year)



CREATES **583 Jobs**



Buying Local in Harford County

SPECIAL OCCASION GIFTS:

One additional special occasion gift purchase every 6 months (2 gifts per year)



CREATES **283 Jobs**

For every 100 Households, **3.7 jobs** would be created



NEW IN-COUNTY SPENDING

Impacts ripple through a variety of industries, not just where new local spending occurs.

SINGLE HOUSEHOLD'S SPENDING

Restaurant Visits	\$797
Gas Fill-ups	\$573
Major Appliances	\$1,072
Professional Services	\$475
Special Occasion Gifts	\$201
Total Spending	\$3,117

ALL HOUSEHOLDS' TOTAL SPENDING
\$288,862,666

TOTAL IMPACT:
All Households

EMPLOYMENT
3,438

WAGES
\$105,198,645

STATE AND LOCAL TAXES
\$23,541,605

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