FOR IMMEDIATE RELEASE

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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

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).

**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).

**PROFESSIONAL SERVICES:**
One additional professional service purchase every 6 months (2 buyer/accounting services per year).

**SPECIAL OCCASION GIFTS:**
One additional special occasion gift purchase every 6 months (1 gift per year).

**ECONOMIC IMPACT:**
Buying Local in Harford County

**CREATES:**
- **1,802 Jobs**
- **583 Jobs**
- **654 Jobs**
- **283 Jobs**

**NEW IN-COUNTY SPENDING**
- **Restaurant Visits**
- **Gas Fill-ups**
- **Major Appliances**
- **Professional Services**
- **Special Occasion Gifts**
- **Total Spending**

**TOTAL IMPACT:**
- **All Households**
- **Total Spending**
- **Total New Jobs**

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