

## ***Wisconsin Small Business Continue to Struggle During Pandemic, Need Support***

**FOR IMMEDIATE RELEASE**

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**MADISON (Nov. 23, 2020)**—Small Business Saturday falls on November 28 this year, during one of the most difficult years ever for many locally owned businesses across Wisconsin. That’s especially true for restaurants and retail shops. The National Federation of Independent Business (NFIB) is encouraging people to support small businesses in a variety of ways on Small Business Saturday and beyond.

“While we should be supporting small business owners every day of the year, this year’s Small Business Saturday is a wonderful opportunity to support the small business owners here in Wisconsin hit the hardest from the pandemic,” **said NFIB State Director in Wisconsin, Bill G. Smith.** “[According to a recent NFIB survey](#), the retail and services industry continue to struggle the most, as they rely heavily on person-to-person interactions. Now, more than ever, it is important for Wisconsin communities to support their local small business owners, who have been supporting them by providing jobs and giving back to their communities. Let’s help our small business owners here in Wisconsin survive this stressful holiday season.”

NFIB has conducted a series of surveys on the impact COVID-19 has had on small businesses. The latest [survey](#) highlighted that 75% of small businesses would apply or consider applying for a second round of *Paycheck Protection Program* funding, showing that small businesses are still balancing the everyday needs of their business and the COVID-19 pandemic.

If people prefer not to go out shopping this season, many small businesses offer their products online as well as home delivery or curbside pickup. A small business owner is much more likely to be available by phone if customers have questions. Showing support for local businesses on Small Business Saturday and throughout 2021 will help business owners get past the recent economic downturn. That will help keep communities vibrant.

Small Business Saturday has been held the weekend after Thanksgiving since it was created eleven years ago by American Express following the 2009 recession. The idea was if consumers could be encouraged to “shop small” and support local businesses it would lead back to a healthy economy. The event has gained in popularity and last year, sales on Small Business Saturday reached a record \$9.6 billion, according to the *Small Business Saturday Consumer Insights Survey* conducted by American Express and NFIB. [Research commissioned by American Express shows](#) that each dollar spent creates another 50 cents of local business activity as a result of employee spending and a business purchasing local goods.

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