

NEWS RELEASE

Ilene Shapiro – Summit County Executive
FOR IMMEDIATE RELEASE



ILENE SHAPIRO
COUNTY EXECUTIVE

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Summit County supports Small Business Saturday

SUMMIT COUNTY, OHIO—In recognition of Summit County’s vibrant small business community, County Executive Ilene Shapiro and County Council passed legislation on Monday declaring November 27 Small Business Saturday. Celebrated nationally, Small Business Saturday encourages shoppers to support local small businesses as the holiday shopping season begins.

The 2020 Small Business Saturday Consumer Insights Survey reported an estimated \$19.8 billion in spending on average on Small Business Saturday in the United States. According to the United States Chamber of Commerce, for every dollar spent at a small business, an estimated \$0.67 stays in that business’s local community.

“Like small businesses around nation, Summit County’s small business community has endured nearly two years of unique challenges due to the COVID-19 pandemic,” said Executive Shapiro. “As residents make gift lists and head out to purchase presents, I urge them to consider supporting our many local small businesses. Spending money at a small business helps sustain our local economy and provides good jobs for our family, friends and neighbors.”

In 2020, Executive Shapiro and County Council recognized the importance of small businesses and the effect the COVID-19 pandemic has had on them. In collaboration with the Greater Akron Chamber and other community partners, the County distributed \$12.4 million in CARES Act funding through the Small Business Relief Program to over 3,000 small businesses in Summit County.

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