



www.SaginawEcoDev.org



www.SaginawTx.org

City of Saginaw, Texas



Support Our Businesses in Saginaw

In this issue, we are focusing on our Small Businesses. Small businesses play integral parts in the Saginaw economy. They are the back-bone of our great community. When you spend money at a privately owned Saginaw store, that money goes to pay a worker in your neighborhood, who, in turn, is likely to spend money at another neighborhood business. The more that small businesses leverage their potential to support each other, the greater their capacity to create a thriving Saginaw business community. Bottom line: They need you and we need them.



Additional information may be found on the Saginaw Economic Development Department website at www.SaginawEcoDev.org.

You can subscribe and stay in-the-know on the latest development news about the Saginaw business community and announcements from Economic Development.

Sincerely,

Keith C. Rinehart

City of Saginaw, Texas

NEW Online Saginaw Business Directory

Your Economic Development staff recently created a new section on the City's websites (www.SaginawEcoDev.org and www.SaginawTx.org) listing all businesses in Saginaw. Each individual listing is by type of business and includes name, address, phone, map/location and web address. Check it out directly at <http://ci.saginaw.tx.us/1258/Business-Directory!>

Sign Up for Texas State Governor Greg Abbott's Small Business Webinar Series

The Governor's Small Business Webinar Series: North Texas will provide small business owners and entrepreneurs with timely, relevant, actionable information on COVID-19 recovery resources. Topics will include how the Coronavirus Aid, Relief, and Economic Security (CARES) Act affects small businesses, as well as workforce-related topics surrounding hiring, benefits, payroll and unemployment. Businesses will also get the chance to connect with local experts and support systems. Featured speakers will include U.S. Small Business Administration, Texas Workforce Commission and local Small Business Development Centers.

COST: Free

For more information and to sign up, click here

<https://gov.texas.gov/business/events/category/sm-business-series>

Tips for the Small Business Owner

- **Stay Positive!**
- **Stay Relevant**
- **Be Flexible:** Small Business must be ready to evolve. Consider curbside and deliver as a must, no matter what type of business.
- **Focus on Customer Service**
- **Work on Back Burner Projects**
- **Continue Marketing:** Here are some tools to run your business—even when it's not business as usual. There are a several sites that you can use to help with e-commerce. Here are a few:
 - Shopify at <https://www.shopify.com/>
 - Square at <https://squareup.com/us/en>
- **Optimize Your Digital Spaces (Website, Facebook, Twitter, LinkedIn, etc...):** Small businesses must discover ways to interact with consumers and create unique experiences online. This is more than simply having a website listing products and services. Bottom line, small businesses must connect with their consumers.
 - Increase your social media activity
 - keep your customers informed - communicate clearly and often

**BUY
LOCAL.**

- engage with customers via email
- make sure your business can be found online
- prepare for the bounce back surge
- be prepared to pivot quickly
- pay per click (ppl) advertising makes sense right now

Small Business: one with fewer than 500 employees



91%

of Americans shop at a small business at least once a week



47%

frequent small businesses 2-4 times weekly



17%

more than 4 times a week

Small Business Guidance and Resources - COVID-19

On the City of Saginaw's website (www.SaginawTx.org), we have valuable information and resources to help you and your small business get through the COVID-19 pandemic. Federal, state, and local governments are offering no or low cost loans and grant programs to help small businesses.

On our website, we have information about:

- The Coronavirus Aid, Relief, and Economic Security (CARES) Act
- Economic Injury Disaster Loan (EIDL)
- Paycheck Protection Program Update, and
- Texas Workforce Commission

Help is available so **TAKE THE HELP!**

For more information, check out <http://ci.saginaw.tx.us/1248/Small-Business-Guidance-and-Resources--->

6 Reasons to Shop Small, Shop Saginaw

1. Small businesses give back (more) to your community:

When you support a local business, you're also supporting your town, city, and neighborhood. Business pay sales taxes to the city and county the business is located in. Stray to a big box business elsewhere and that money isn't benefiting your community at all. Plus, that tax money is used to support public schools, parks, roads, and sidewalks, as well as fund public

**SUPPORT
LOCAL
BUSINESS**

service workers, like firefighters.

What's more, *according to Civic Economics*, "on average, 48% of each purchase at local independent businesses is recirculated locally, compared to less than 14% of purchases at chain stores."

2. Small businesses make a major economic impact

As mentioned above, more than half of the U.S.'s jobs since 1995 were created by small businesses. And according to the SBA, since 1990, big businesses eliminated 4 million jobs, while small businesses added 8 million jobs. The more you shop at a local store, the more potential job opportunities you could help them provide.

3. Small businesses provide better customer service

Small business owners strive to survive and one of the biggest advantages they have over large retailers is the ability to provide more personable, hands-on, and memorable customer service.

4. Small businesses provide greater access to product diversity

Small businesses have just as much access to vendors (who also determine pricing, not stores) that big box businesses do. If a small business doesn't have the products you want or need, ask them – they're also usually much more receptive and willing to order them for you.

5. Small businesses create a sense of community

You're much more likely to get to know a small business owner in your neighborhood. According to a *study conducted by Trulia* and noted in Forbes, the second most popular desire amongst urbanites is a stronger sense of community – number one being more local restaurants.

6. You're going to feel good



City of Saginaw, Texas

Economic Development Department

333 West McLeroy Blvd.

Saginaw, Texas 76179

817-230-0331

Follow Us!

