

*City of Taunton  
Office of the Mayor*



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**Mayor O’Connell Encourages Residents to Shop Locally During Small Business Weekend**

Taunton, MA . . . Today Mayor Shaunna O’Connell encourages all Taunton residents to show their support of small businesses by shopping locally on Small Business Weekend, November 28<sup>th</sup> and 29<sup>th</sup>.

“I have always been a strong advocate for small businesses, so Small Business Weekend is particularly important to me. Small businesses are the backbone of our economy and our community. Small Business Weekend is both a reminder to shop locally, as well as a gesture of appreciation and support for the people who work so hard to provide services and products to our city residents,” said O’Connell.

Massachusetts is home to over 700,000 small businesses that provide employment to 1.5 million people. Small businesses are integral to the prosperity of the community, and local support is crucial.

Kris Silva, President and CEO of the Taunton Area Chamber of Commerce (TACC) is working with the Mayor’s Office to promote Small Business Weekend. “TACC is encouraging the community to support our local businesses, not only during this holiday season, but throughout the year. More people make their living in small local businesses than anywhere else. These are our neighbors, our family, our friends. Now more than ever, we must come together to ensure their success...to ensure the strength of our community,” said Silva.

TACC is also taking steps to be proactive in their support. “We are showcasing our member businesses through the Holiday Promotions for Small Business Success campaign. If you have a discount or promotion to offer, send the information to us and we will blast it out on our social media platforms and in our TACC E-News email. We are here to promote your business,” Silva added.

The Business Improvement District and Downtown Taunton Foundation (BID/DTF) is also working hard to stress the importance of shopping local on Small Business Weekend and throughout the holiday season. “Shopping local infuses money into our local economy and promotes a vibrant Downtown. We will be promoting Downtown businesses sales and promotions for the weekend, and distributing Downtown Shopping "Passports" where shoppers earn raffle tickets for shopping at Downtown retailers and restaurants. We are also hosting a Holiday Pop Up Shoppe at 12 Taunton Green to further increase foot traffic Downtown during the season. Small businesses are the heart of Downtown, and need our support this year more than ever,” said Colleen Simmons, Executive Director of BID/DTF.

Small businesses in Taunton provide support for a variety of charitable enterprises, youth and veteran programs, cultural events, and community outreach. “Where there is a need, small businesses are there to help us. During COVID, it is vital that we reciprocate with our support. Small businesses need us as much as we need them,” said Mayor O’Connell.

For updates, please refer to the City of Taunton website ([taunton-ma.gov](http://taunton-ma.gov)) and Facebook page.

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