



Avis Gildon purchases a dress on Small Business Saturday at Napadashery in Fairfield, Saturday, Nov. 25, 2017. The national campaign encourages consumers to buy goods from local, independently-owned businesses. (Aaron Rosenblatt/Daily Republic)

Small Business Saturday puts spotlight on small shops in aftermath of Black Friday frenzy

By [Bill Hicks And Susan Hiland](#) November 26, 2017

FAIRFIELD — Small Business Saturday, in contrast to the big-box frenzy of Black Friday, has grown out of a national movement spearheaded by American Express and FedEx to help bolster smaller, community-based businesses.

“Go ahead and do Black Friday but then come support these wonderful small businesses the day after,” said Margaret Manzo, executive director of Fairfield Main Street Association.

Small Business Saturday promotes and supports locally owned businesses, which seems to be in contrast to major corporations like FedEx and American Express but Manzo said, “it really makes perfect sense if you think about it.”

The small businesses in question frequently utilize American Express’s Small Business Services and FedEx for shipping purposes, Manzo said.

The event is also a nice shot in the arm for local economies. Not only do the business owners generally live in the communities their businesses serve, so, too, do their employees.

She said that it's an exciting time for the downtown area as more small businesses are looking to move into empty retail spaces.

"We have five new businesses coming over the next few months," she said.

Several new eateries will open including Bella Vita Family Bistro, which will serve classic Italian dishes; Rust Water Kitchen and Tap Room, which will have burgers and beer; and Saffron Indian Cuisine and Bar, which will offer authentic Indian food.

Muse VR Club will present new highly immersive realistic virtual reality games, movies or even a non-real place for meditation.

Debi Tavey, president and CEO of the Fairfield-Suisun Chamber of Commerce, said as much as 80 percent of the money spent at local, non-chain businesses stays in the community.

"They live here, they shop here, their kids go to school here," Tavey said of small-business owners. "The health of small businesses is the first thing you look for in a healthy community."

Tavey said small local businesses often offer unique gifts and shopping experiences.

"We can all shop at Amazon, but some of the items these local businesses offer you can only find there," she said.

Famous Creations normally doesn't open the weekend after Thanksgiving but decided to this year. It was a slow start but people did come for some cupcakes and to order cakes.

"We have a special, which is spend \$100 and get a \$150 gift certificate," said Katie Buehler of Famous Creations.

Betty Wininger of Concord came to help her sister, Sandra Dailey, create a Sweet 16 birthday cake for her niece.

"At bigger businesses you can get better prices, but smaller businesses have better quality of goods," Dailey said. "It just depends what you want to do."

"I like going into the little shops. It's a lot of fun," Wininger said.

E&J Collectibles is offering some great deals through the Christmas season, including 10 to 50 percent off various items in the store.

Jack Scrogings, who manages the morning traffic for his wife Evelyn, thought it was going to be a pretty nice day.

"This is a great way to support local businesses and small-business owners," he said.

Evelyn Scrogings, who was on the phone, said that on Black Friday most everyone was at the mall but they still did all right.

“It still wasn’t as good as last year,” she said.

Small Business Saturday happens the Saturday after Thanksgiving and in the immediate wake of Black Friday. Next up is Cyber Monday, which encourages online shopping, and Giving Tuesday, which encourages giving to charitable organization