



Hosted by



GET READY FOR SMALL BUSINESS SATURDAY

NOV
29th

Tips & No-Cost Resources
SBDCtampaBay.com

The holiday season is almost here — and so is one of the biggest days of the year for small businesses: **Small Business Saturday – November 29, 2025!**

Created by **American Express**, this nationwide celebration encourages communities to shop small and support local businesses. Whether you own a retail shop, restaurant, or service-based business, this is your chance to attract new customers, boost sales, and connect with your community.



Here are a few ways to prepare your business for success:



Plan early: Review your hours, inventory, and staffing before the holiday rush.



Promote your participation: Let customers know you'll be part of Small Business Saturday through social media, email, and storefront signage.



Offer something special: Create a limited-time offer, bundle, or giveaway to attract shoppers.



Engage your community:

Partner with nearby businesses to co-host an event or cross-promote.

Free “Shop Small®” Materials

American Express is offering free decals, posters, and digital signage to help you promote Small Business Saturday.

[Get Materials](#)

At the [Florida SBDC at USF](#), we’re here to help you make this holiday season a success — with no-cost consulting, training, and resources designed to strengthen your business year-round.

[Learn More](#)

Biz News: [Verizon Digital Ready Program Grant Opportunity Now Open](#)



Small businesses. Big opportunities.

Find free courses, mentorship, networking and grants
created just for small businesses.

100% Free • You're the Boss • Learn on Your Time

Register Now



vz.to/48n5G13

We're excited to share a valuable resource now available to our clients through a new partnership between the Florida SBDC Network and [Verizon's Small Business Digital Ready Program](#).

This free online platform is designed to help small businesses build the digital skills needed to grow and compete in today's economy — no Verizon subscription required.

What's included:

- Over 100 curated courses on marketing, finance, operations, and more
- Live coaching and expert-led workshops
- Networking opportunities with other entrepreneurs
- Special offers on business tools and services

Whether you're launching a new venture or looking to scale, the Digital Ready platform offers flexible, high-impact learning tailored to your needs.

As an added bonus, businesses that complete any 2 courses or events between **October 1, 2025 and December 10, 2025** will be eligible to apply for a **\$10,000 grant — with 50 grants available in this round.**

[Sign Up Here](#)

[Upcoming Florida SBDC Events](#)



FINDING BUSINESS CAPITAL IN TODAY'S ECONOMY

NOVEMBER 4, 2025 | 9AM-12PM

USF RESEARCH PARK - 3814 SPECTRUM BLVD TAMPA, FL 33612

Discover how to position your business for success with conventional financing. Learn about credit requirements, loan programs, and tips for crafting a winning loan request. Explore innovative funding options beyond the bank. From accounts receivable and trade credit to micro loans and hard money, this session reveals new paths to capital. Register Now!

 bit.ly/SBDC_BusinessCapital



[Register Here](#)



November 13 | 7:30-9am

**3814 Spectrum Blvd., Tampa, FL (USF
Research Park - First Floor Classroom)**

Sponsored by Suncoast Credit Union,
USF Research Foundation, & LMCU

**Register today at
bit.ly/GovCon_FDOT**

GOVCON NETWORKING BREAKFAST: FDOT Insights on Tampa Bay Road Projects

Get an inside look at current and upcoming Florida Department of Transportation (FDOT) projects shaping the future of Tampa Bay. With over \$1 billion in infrastructure investments—including the new Howard Frankland Bridge and major I-275 expansions in Pinellas and Hillsborough—now is the time to explore how your business can get involved.

Whether you're a contractor, consultant, or simply curious about what's ahead, you'll gain valuable insights on how to prepare, bid, and participate in these transformative opportunities.

[Register Here](https://bit.ly/GovCon_FDOT)



Happy Thanksgiving!

We will be closed during
this Thanksgiving Holiday

Thursday, November 27 - Friday, November 28

Featured Business:

Tampa Clinic Grows while Treating Patients Like Family



Learn more about **Go Medical Clinic** [on our website](#).

Additional Training Opportunities

*To see additional details or register for an upcoming training event,
click on the name of the event. Training could be virtual or face-to-face.*

See more at SBDCTampaBay.com.



[Setup Accounting and Taxes](#) | Nov 18 | 9am

[SBIR/STTR Funding Innovative Research](#) | Nov 18 | 12pm

[Affordable Marketing that Works](#) | Nov 25 | 12pm



**Hillsborough
County** Florida

[Business Plan in a Day](#) | Nov 7 | 10am

[Starting Your Business](#) | Nov 14 | 10am