



Let's make this Holiday Season Count



The holiday season is here—a time for community, connection, and giving back. As small business owners, we know the power of supporting each other. When you shop small, you're not just buying a product—you're investing in dreams, families, and local communities.

This year, let's pay it forward. Encourage your customers to shop local and share the love with other small businesses.

Bring Clients to Your Business This Season



Offer Holiday Discounts & Bundles

Everyone loves a deal! Create festive promotions or limited-time bundles to attract new customers.



Host Seasonal Events

Whether it's an open house, a workshop, or a holiday-themed gathering, events create buzz and build relationships.



Leverage Local Resources

The [Florida SBDC at USF](#) offers professional guidance to help your business thrive while [American Express](#) provides Small Business Saturday marketing materials and ideas to boost visibility.

Need a little **extra** help with holiday planning for your business?

We've got you covered with no-cost consulting!

[Request a Consultant Today!](#)

Visit a Local #SmallBiz this Year

Looking for inspiration—or places to shop? Check out some amazing local businesses featured in our Small Business Success Stories. These entrepreneurs are proof that when we support each other, we all succeed.



Looking for a spot to take the kids this holiday season? Visit a local bookstore.

[The Story Garden | St.Petersburg](#)



Need a healthy sweet treat? Grab an Açai bowl with the family.

[CRAVE Mis Antojitos Mexicanos | Winter Haven](#)



Looking for stocking stuffers? Gift skincare goodies.

[Morganna's Alchemy | New Port Richey](#)



Want to have your home smelling festive? Purchase a high quality candle.

[Bia Candle Co. | Sarasota](#)

Shop small. Support local. Pay it forward.

[Find More Businesses](#)



BizNews:

Small Business Saturday is Coming



GET READY FOR SMALL BUSINESS SATURDAY

NOV
29th

Tips & No-Cost Resources
SBDCTampaBay.com

Featured Business:

Cooking Up Success: Tampa Bay Caterer Turns Passion into Thriving Business



Learn more about **The Bougie Palate** [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.



[Construction Bonding](#) | Dec 2 | 9am

[Starting a Business](#) | Dec 9 | 9am

[Gaining Access to Pinellas County Government Contracting](#) | Dec 9 | 12pm

[Introduction to Managerial Accounting](#) | Dec 16 | 12pm

