

Katrina Foley urges Costa Mesa to shop Small Business Saturday



Tomorrow is the big day! Don't forget to show your support for your community and shop at local small businesses all day on Small Business Saturday.

COSTA MESA, Calif. - Nov. 24, 2017 - [PRLog](#) -- Katrina Foley, a local business attorney and city council member, is a strong supporter of the cities small businesses. Shopping at local businesses tomorrow is one way the local residents can show their appreciation for all the hard work the small business owners do in their neighborhoods.

Foley says, "there are 12,000 businesses in City of Costa Mesa. Most are small and locally owned. To me, Small Business Saturday is every Saturday in my mind." And, goes on to ask residents to "please consider shopping for the holidays tomorrow and support our local businesses in Costa Mesa."

Small businesses often are overlooked by customers who are enticed by larger venues locally, and this can adversely affect the local economy in more negative ways than might appear on the surface. The rise of shopping malls and large chain stores such as Target and other big box retailers has caused irreversible damage to Main Street in the last half-century or so, and it's paramount to remember the importance of supporting local small businesses.

Small Business Saturday is a relatively recent phenomenon – the first one was in Roslindale Village, Massachusetts in 2010 as a counterpart to Black Friday (which features big box retailers, and its anti-consumerist counterpart, Buy Nothing Day targets big business). Small Business Saturday was originally sponsored by American Express and the non-profit National Trust for Historic Preservation. From the very start, the day has been promoted through advertising on both social media and some more traditional means such as television and radio advertisement.

Foley is also a strong supporter of the Costa Mesa Chamber of Commerce (<http://www.costamesachamber.com/>) as she is well aware of the chamber's mission to make our city a great place to do business and to serve the community in a meaningful way.

Under Katrina's leadership as the Mayor of Costa Mesa from 2016-2017, the city council formed a committee charged with developing plans to make the city more walkable and bike friendly. And of course, Foley lead the way to welcome the NFL Chargers to our community which they have embraced.

As the Mayor, Katrina Foley has been an Ambassador for Costa Mesa to promote all of our local businesses, restaurants, the arts, and our amazing parks. All of which she continues to do!

To learn more about Katrina Foley and all the work she does to promote local businesses, go to:
<http://katrinafoley.com>.

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Source	Katrina Foley
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