



Making Small Business Saturday Awesome

By Anita Campbell

With Small Business Saturday just around the corner, it's time to use the occasion to promote your business. While sales and discounts can be great, there are actually plenty of other ways small businesses can promote their products and services on Small Business Saturday. Here are fifteen unique ideas.

Build up Small Business Saturday on social media

If you want anyone to show up and shop, promote it several days ahead on social media. Twitter, Facebook, and other venues are a great place for you to spread the word about your sales, events, or special offers, and drive last minute traffic.

Support local causes

People love supporting local businesses because their purchases can actually benefit the local economy instead of going right to large corporations. And you can highlight that local aspect even more

by supporting local charities or causes as part of your Small Business Saturday promotion. You can donate a portion of your proceeds or even invite members of a local group to spread the word about a cause at your location.

Cross-promote with other local businesses

If your business is located near other small businesses, you could partner with some of those other businesses to increase your reach. You might include some signage in your store that promotes other stores or restaurants in your area. Or you could partner up to create a gift guide or host a series of complementary events or promotions around town.

Offer in-store entertainment

Shopping on Small Business Saturday can be a fun experience for customers. So they could be looking to visit stores or local businesses that offer more than just good deals. If you offer live music or other types of entertainment at your location, it could entice more customers to stop by and convince them to stick around for even longer.

SMALL BUSINESS SATURDAY | NOV 26



Have refreshments for customers

Another way to make customers have a positive experience at your business is to offer some refreshments. Even just some coffee or hot chocolate and cookies can give them a positive sense,

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Canarsie Tube Rehabilitation and Core Capacity Improvements Project
Brooklyn and Manhattan
MTA New York City Transit Contract No. A-36437
Bid Date: December 15, 2016

Description of project:
Rehabilitation of the Canarsie Tube ("L" Train) between Manhattan and Brooklyn. Rehabilitation of 1st Avenue station (at 14th Street) in Manhattan as well as Bedford Avenue station in Brooklyn. Stations will be made ADA compliant.

There are many subcontracting opportunities. Please note an NDA will be required prior to receiving a copy of project drawings.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com



SKANSKA KOCH INC.
IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS CERTIFIED WITH THE PORT AUTHORITY OF NEW YORK AND NEW JERSEY
Replacement of Suspender Ropes and Rehabilitation of the Main Cable
George Washington Bridge between New York and New Jersey
PANYNJ Contract No: GWB-244.048
Bid Date: December 1, 2016

Subcontracting opportunities include but are not limited to Painting, Lead Abatement, Containment and Disposal, Electrical—Temporary and Permanent Utilities, Luminaires, Necklace Lighting, Mechanical Piping—Dehumidification Lines and Equipment, Hazardous and Contaminated Material Haul and Disposal, Clearing, Grubbing, Soil and Rock Excavation, Rebar—Furnish and Installation, Fence—Furnish and Installation, Architectural Finishes—Pedestrian Walkway Tiling, Railing, Signage, SS Mesh etcetera, CMU Wall—Furnish and Installation, Armored + Armorless Joints—Furnish and Installation, Line Striping, Engineering, Detailing, Concrete Sawcutting—Pedestrian Sidewalk, Bolt + Welding Inspection, Structural Steel, Precast Concrete, Dehumidification Cable Wrapping, Dehumidification Cable Sleeves, Dehumidification Equipment, Rebar, Concrete, Formwork, Bridge / Roadway Joints, MPT Materials, Wire Splicing Materials, Main Cable Wire Wrapping Materials, Suspender Rope Materials, Bearings—Elastomeric and Multi-Rotational, Backfill Materials, Sidewalk Pedestrian Railing. Please see contract documents for further opportunities.

Interested firms please contact John Papagiannakis at Skanska Koch Inc., john.papagiannakis@skanska.com



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TZC Vendor Database
All registered vendors will be added to the TZC Vendor Database, which TZC uses to seek DBE firms for every Subcontract Opportunity.

Technical Review Meetings
Please RSVP for 'Overcoming Hurdles' free workshop in collaboration with US DOT Small Business Transportation Resource Center and co-sponsored by M&T Bank for firms considering MW/DBE Certification and newly certified DBE's.

Date/Location/Time: Wednesday, November 16 • NYACK SEAPORT • 8:00 AM - 12:00 PM
RSVP: DBETeam@tzc-llc.com

- Navigating Certification: Defining the DBE Program and application process
- Negotiating Bonding & Insurance
- Getting to Yes: ABC of Finance and Closing the Deal

Contact DBETeam@tzc-llc.com and RSVP by sending a note with your company name, attendees name(s), and telephone number via e-mail. Be sure to note 'Overcoming Hurdles' in the Subject line.

Bonding, Lines of Credit, Insurance Support Services
TZC is willing to assist all DBE subcontractors and suppliers in obtaining access to bonds, lines of credit, and insurance. Please email your request for assistance to DBETeam@TZC-LLC.com.

Subcontract opportunities are primarily available for construction firms, however several support service opportunities also exist.

All interested firms, including DBEs, must register with TZC through the following website to be considered:

www.TappanZeeConstructors.com

Main Project Office:
555 White Plains Rd., Suite 400
Tarrytown NY 10591