



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. X (formerly 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.

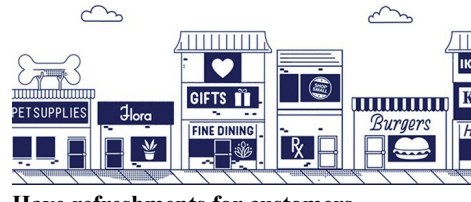
Cross-promote with other local businesses
 If your business is located near other small businesses, you could partner with some of those other businesses to increase your reach. You might include some signage in your store that promotes other stores or restaurants in your area. Or you could partner up 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®

NOVEMBER 30

JOIN US AND #SHOPSMALL



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.

Small Business Exchange • Voice of Small, Emerging, Diversity-Owned Businesses Since 1984

[Click to read more](#)

Sub-Bid Requests



Small Business Exchange Northeast DEI

- Advertise
- ITB to Targeted (NAICS/SIC/UNSPSC) Certified Businesses
- Telephone Follow-Up (Live)
- Agency/Organization Letters
- Computer Generated Dated and Timed Documentation
- Customized Reports Available

For more info contact
 Valerie Voorhies at
 vvv@sbeinc.com



Tutor Perini
 FRONTIER KEMPER/TUTOR PERINI/HYUNDAI
ARE SOLICITING DBE AND NON-DBE SUBCONTRACTORS AND SUPPLIERS
Manhattan Tunnel Project through a Design-Build Agreement in Manhattan, New York
Manhattan Tunnel is a Package of the Larger Hudson Tunnel Gateway Project
Gateway Development Commission RFP No. GDC23-005
Bid Date: November 22, 2024

Brief description of work:
 Work consists of two separate mined tunnels to be constructed utilizing Sequential Excavation Methods ("SEM") tunneling techniques in combination with in-situ ground improvements (e.g., ground freezing and jet grouting) from about 50 feet west of the Manhattan Bulkhead to an interface with the Hudson Yards Concrete Casing. Also included are design and engineering disciplines, demolition, hauling, concrete, utility work, road construction, paving, line striping, traffic signal, traffic control, park construction, fencing, community outreach, inspection and testing, security, and instrumentation.

The DBE Participation goal for the project is 12%
ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Thursday, October 31, 2024.
 Proposal bid date November 22, 2024, time 2:00 pm. For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to solicitations@tutorperini.com or contact Arlene McBayne at (914) 739-1908.
 For questions or inquiries regarding the job, contact Scott Wilson, Senior Estimator, at (661) 305-8335 or swilson@frontierkemper.com.

SKANSKA
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IS SOLICITING COST PROPOSALS FROM NEW YORK AND NEW JERSEY DBE SUBCONTRACTORS AND VENDORS
Manhattan Tunnel Project
Gateway Development Commission RFP No. GDC23-005
Bid Date: November 22, 2024

Description of project:
 The Manhattan Tunnel consists of two separate mined tunnels to be constructed utilizing Sequential Excavation Methods ("SEM") tunneling techniques in combination with in-situ ground improvements (e.g., ground freezing and jet grouting) from about 50 feet west of the Manhattan Bulkhead ("Bulkhead") to an interface with the HYCC-3, within the Hudson Yards. The construction of two sets of shafts for support of tunnel excavation: the Temporary Shafts (located by the Manhattan bulkhead) and the 12th Avenue Shaft.

Many bidding opportunities are available: geotechnical instrumentation, haul and dispose soil, rodent control, photography, rebar fabrication, electrical sub, soil and water sampling, park restoration, office trailers, fencing, curbs and sidewalks, site work, security guard service, utility work, QA/QC inspections.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Aislinn.Speranza@skanska.com • EOE/M/F/Vet/Disabled

Tutor Perini
 TUTOR PERINI CORPORATION, AN EEO EMPLOYER
IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED DBE AND SDVOB SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS
Midtown Bus Terminal Replacement Program Construction Services for the Staging and Storage Facility and Ramp Structure Project
PANYNJ RFP No. 62272
Bid Date: December 4, 2024

Brief description of work:
 The project's scope of work includes, but is not limited to, the preparation for construction and the construction of the SSF and associated ramp structure that serves the SSF, underground utility work and relocations, demolition of existing car and bus ramps, and construction of a new temporary ramping system to facilitate and maintain an uninterrupted operation at the existing main terminal. Once the project is completed, the SSF and ramp structure will serve as a temporary terminal for the duration of the existing PABT demolition and construction of the new main terminal. The Port Authority expects zero impacts to all existing operations, inclusive of all city street and tunnel traffic.

Invitation to Bid for DBE and SDVOB firms
 For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to solicitations@tutorperini.com or contact Arlene McBayne at (914) 739-1908. Come and join our team!

SKANSKA
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IS SOLICITING COST PROPOSALS FROM NEW YORK, NEW JERSEY, AND CONNECTICUT DBE SUBCONTRACTORS AND VENDORS
Rehabilitation of Primary Settling Tanks and Ancillary Facilities at North River WRRF
NYC DEP Contract No. NR-111
Bid Date: December 18, 2024

Description of project:
 The scope of work at the North River WRRF includes the replacement of the eight PST sludge collection system mechanisms, rehabilitation of the PST interior concrete structures, and improvements to related PST systems, such as the influent channel motorized slide gates, the primary sludge pumps, scum collection and concentration system, and the grit suspension pumps. The scope also includes replacement of the two SCT collection mechanisms and rehabilitation of the SCT interior concrete structures.

Many bidding opportunities are available: CPM scheduling, progress photos, pest control, demolition, spall repair and crack repair, sawcutting, structural concrete, rebar supply and installation, survey, masonry, miscellaneous metals, roofing, doors, mechanical pumps and equipment, HVAC, hazardous material removals, piping, electrical, I&C, office cleaning, trailer rental.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Aislinn.Speranza@skanska.com • EOE/M/F/Vet/Disabled

SKANSKA
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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE DBE SUBCONTRACTORS AND VENDORS
Design-Build Services for LIRR West Side Yard Flood Mitigation Measures
MTA Construction and Development Contract No. 6401
Bid Date: February 3, 2025

Description of project:
 Design, furnish, construct, and install concrete perimeter flood walls, seepage cut-off barriers below the concrete flood walls, flood gates, deployable flood barriers, sump pumps, a tide gate chamber, drainage system improvements, workable aisles and a diesel generator, an automatic transfer switch, ancillary electrical equipment, and required communications.

This project will develop flood protection solutions for the West Side Yard in order to prevent and mitigate flooding of the LIRR Tunnels. The flood protection along the WSY perimeter will be accomplished via a combination of permanent flood walls and deployable flood barriers.

Many bidding opportunities are available: deep foundations, minipiles, jetgrout, sheeting, rebar installation, concrete supply, site work, electrical work, painting, paving, curb and sidewalk, site utilities.

If you are interested in bidding on this project, please contact Skanska's Diversity and Outreach Coordinator: Aislinn.Speranza@skanska.com • EOE/M/F/Vet/Disabled

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SBE OUTREACH SERVICES

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 Placed in various Small Business Exchange Northeast digital publications each month, and at www.sbenortheast.com

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Live Call Center Follow-Up
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1984 **40** Years 2024

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Special Follow-Up Services
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1984 **40** Years 2024

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Advertise in our digital EXTRA

weekly or whenever wherever to whomever you need to reach among agencies contractors diversity firms

NORTHEAST EVENTS FOR YOUR BUSINESS

2024

Selling to the Federal Government Webinar
Thursday, December 12, 2024, 1:00 pm–4:00 pm Online
Main Sponsor(s): US Small Business Administration
Contact: George Tapia, 610-382-3086, george.tapia@sba.gov
Fee: Free; registration required
 Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register online at https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611 SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning.

Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Tuesday, December 17, 2024, 2:00 pm–3:30 pm Online
Main Sponsor(s): US Small Business Administration
Contact: Patricia Dozier, patricia.dozier@sba.gov
Fee: Free; registration required
 Welcome to the WOSB webinar series! Are you a woman owner of a small business? The federal government's goal is to award at least five percent of all federal contracting dollars to woman-owned small businesses each year. Join us for training on how to register for SBA's Woman-Owned Small Business (WOSB) program, which helps eligible small businesses to qualify for federal contracting opportunities. The monthly sessions include an overview of the self-certification process, and a discussion of the NAICS codes that qualify as WOSB or EDWOSB. Register at https://www.eventbrite.com/e/woman-owned-small-business-wosb-certification-program-tickets-853224426227

8(a) Orientation and SAM Registration Webinar
Wednesday, December 18, 2024, 10:30 am–11:30 am Online
Main Sponsor(s): US Small Business Administration
Contact: SBA Illinois District Office, 312-353-4528, illinois.do@sba.gov
Fee: Free; registration required
 Join the Small Business Administration (SBA) Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities through System for Award Management (SAM) registration, including information that you need for the registration process. SBA presenters will offer additional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. To register for this free webinar, https://www.eventbrite.com/e/basics-of-sbas-8a-business-development-orientation-and-sam-registration-tickets-1030097909577

