



<b>WHAT'S INSIDE:</b>	<b><u>Page</u></b>
<b><u>Information:</u></b>	
November 30 – Small Business Saturday.....	2
Tree-Mendous Tree Tips: Tree Planting Video .....	2

## INFORMATION:

### **November 30 – Small Business Saturday**

*Staff Resource: Natasha Warren, Neighborhood & Business Services, 704-336-3980,  
[nwarren@charlottenc.gov](mailto:nwarren@charlottenc.gov)*

Neighborhood & Business Services has been working with the Mayor's Office and local business associations to help promote Small Business Saturday, a national movement to support the local, independently owned small businesses.

Charlotte residents are being asked to support local small business on Small Business Saturday, November 30, as a way to boost the local economy during the busiest shopping weekend of the year. Charlotte businesses are being encouraged to hold special promotions and events to attract customers to their stores and districts. Businesses in Historic South End are hosting a Small Business Saturday special event beginning at 10:00 a.m. at Atherton Mill, complete with live music and gift wrapping.

To help small business owners take advantage of the day, Neighborhood & Business Services is connecting businesses to free Small Business Saturday promotional tools at [CharlotteBusinessResources.com](http://CharlotteBusinessResources.com). If asked, Council may direct constituents to visit [www.charlottebusinessresources.com](http://www.charlottebusinessresources.com) and click on the "Small Business Saturday" icon on the homepage for more information.

### **Tree-Mendous Tree Tips: Tree Planting Video**

*Staff Resource: Wendy Bing, Corporate Communications & Marketing, 704-336-4239,  
[wqbing@charlottenc.gov](mailto:wqbing@charlottenc.gov)*

The GOV Channel staff recently worked with Engineering & Property Management on their video news release promoting the tree planting event at West Charlotte High School on November 9. The tree planting video, which was embedded in the news release, was originally created for the TreesCharlotte website. It gives specific details on how and where to plant a tree specifically with the residential audience in mind. The tree planting event was also promoted on Facebook and Twitter. At the event, volunteers planted more than 400 trees. The video was a collaboration between Engineering & Property Management, TreesCharlotte and GOV Channel in an effort to support Council's efforts to increase tree canopy coverage 50% by 2050.

The video can be viewed at:

<http://www.youtube.com/watch?v=RPgLuLwf42s&feature=youtu.be>