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[THE GREATER VIDALIA® CHAMBER AND TOOMBS COUNTY DEVELOPMENT AUTHORITY JOIN IN NATIONAL SMALL BUSINESS WEEK CELEBRATION WITH PROMOTION OF WEBSITE SERVICE TO SUPPORT SMALL BUSINESSES \[1\]](#)

On 03 May, 2022



FOR IMMEDIATE RELEASE

**THE GREATER VIDALIA® CHAMBER AND TOOMBS COUNTY DEVELOPMENT AUTHORITY
 JOIN IN NATIONAL SMALL BUSINESS WEEK CELEBRATION WITH PROMOTION OF
 WEBSITE SERVICE TO SUPPORT SMALL BUSINESSES**

SizeUp Greater Vidalia® provides free market research to help small businesses

May 2, 2022 – National Small Business Week is being celebrated by the USA Small Business Administration the first week of May. The Greater Vidalia® Chamber and Toombs County Development Authority are joining in support of small businesses by promoting the innovative online service called SizeUp Greater Vidalia®.

The service is available for free to all local businesses on the Chamber’s website at greatervidaliachamber.com and the Authority’s website at toombsconnect.com. SizeUp Greater Vidalia® delivers powerful market research and business intelligence so Toombs and Montgomery County businesses can make data driven decisions using analysis that has historically only been available to big corporations.

In today’s information economy, businesses without access to information are at a higher risk of failure and stunted growth.



The Chamber and Authority are committed to helping local small businesses successfully startup and grow through the support of programs and services like SizeUp Greater Vidalia®.

Small businesses are essential to economic health:

- 99.9% of all businesses are small businesses.¹
- Small businesses create 425% more net new jobs than big businesses.²
- Locally owned businesses contribute more to the economy through the “economic multiplier” of increased respending of dollars in the local economy.³
- Half of the national gross domestic product comes from small business.⁴
- New businesses are currently starting at the fastest rate in the last 15 years.⁵

SizeUp helps local businesses by providing them industry data analysis that empowers them to:

- Rank their industry performance across multiple measurements.
- Discover potential new customers and suppliers.
- Target advertising and marketing to ideal customers.
- Analyze the demographics of nearby customers and prospective employees.

Aspiring entrepreneurs can use the data to test, verify, or reject assumptions that will enable them to develop a better business plan for opening their company and to reduce the risk of failure by better preparing them with quality information.

The software powering the SizeUp Greater Vidalia® won the 1st Place award from the United States Department of Commerce for a business app that helps American businesses be more competitive, improve their success, foster prosperity, and create more jobs.

¹ US Small Business Administration

² Bureau of Labor Statistics 1993-2015

³ Institute for Local Self Reliance and American Independent Business Alliance

⁴ University of Minnesota

⁵ U.S. Census Bureau and St. Louis Fed

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Source

URL:<https://www.toombsconnect.com/connect/news/greater-vidalia%C2%AE-chamber-and-toombs-county-development-authority-join-national-small>



Links

[1] <https://www.toombsconnect.com/connect/news/greater-vidalia%C2%AE-chamber-and-toombs-county-development-authority-join-national-small>