

Five Reasons to Shop Locally This Holiday Season

No other season reflects the power of the dollar quite so clearly as the holidays. From groceries to gifts, many retailers count on holiday sales for as much as 40% of their annual revenue. Where you choose to do your shopping makes a big difference.

Why support local Wenatchee businesses this holiday season? It's good for you, and it's good for the economy. Here are five simple reasons why making just a 10 percent shift in your spending can have a big impact:

1. Buying locally actually adds value to your dollars by keeping them circulating locally in the community and creating up to 75% more tax revenue for the neighborhood.
2. Shopping locally is more enjoyable. Why choose the frenzied crowds and "one size fits all" treatment at malls when you can enjoy personalized attention from a local merchant who actually cares about their customers?
3. Patronizing local businesses helps maintain jobs in the area, and protects consumer choice and competitive pricing.
4. Staying close to home saves time, gas and parking headaches, and reduces your carbon footprint.
5. Small businesses invest in their communities. When you shop locally, you're helping the community groups, youth athletic teams, churches and schools that the business supports. Isn't this part of the spirit - of giving and thanksgiving - that comes with the season?