



LUKE WHITTAKER

Bloomin Crazy Floral owner and designer Diane Berry utilizes local delivery and unique add-ons to make arrangements stand out compared to big box store alternatives. "We try to offer a more personal service and higher-quality product," she said.

## Small stores find success amid Big Box expansion

By **LUKE WHITTAKER**  
Coast River Business Journal

ASTORIA — The decimation of small businesses by big box stores has been well documented.

Walmart, the world's largest mainly brick-and-mortar retailer, is often seen as a common culprit. With more than 11,000 stores worldwide, the corpora-

tion has been tagged with the phrase 'Walmart Effect,' a term used to describe the subsequent closure of neighboring small businesses.

In June 2018, Walmart officially opened a 153,000-square-foot store in Warrenton, joining nearby Costco, The Home Depot and Fred Meyer.

In November, local family-owned businesses reflected on the impact of

another retail giant joining the ranks in Warrenton and how smaller retailers remain competitive during the holiday sales season.

### Difference is in the details

**Bloomin Crazy Floral**  
971 Commercial St., Astoria  
Diane Berry, owner  
503-325-3571

### [bloomincrazyfloral.com](http://bloomincrazyfloral.com)

ASTORIA — When Costco opened on Ensign Lane in Warrenton in November 2009, it hurt the bottom line for a new budding flower shop on the corner of Commercial Street in Astoria.

Since then, Bloomin Crazy has rebounded and blossomed into a more expansive floral shop offering an ever-growing line of green plants, clothing