

GREAT DEALS

Businesses everywhere are offering sales and specials to attract shoppers as the economy continues to recover. That's especially true for small, locally owned mom-and-pop stores in your community.

Browse the The Daily Astorian for ads from stores on the North Coast to see what kind of deals they're offering. Not only will it help you save money, but it can also give you ideas for what gifts to buy for people on your shopping list.

SAVE A TRIP

Before you decide to drive out of town to do any shopping, think about how much gasoline you could save by shopping in your own community. It's a great way to make the most of your holiday dollars.

COMMUNITY

One of the great things about shopping locally is getting to know people on a personal level.

By spending your money in your own community, you're helping your friends and neighbors who live in town and work at small businesses.

You're not dealing with out-of-town strangers who you'll never meet again. Instead, you're more likely to recognize familiar faces you've seen before at the grocery store, at church or at your workplace.

PRESERVING YOUR CITY

Cities of all sizes can start to deteriorate when the local business climate slows down.

We all know what can happen when shoppers stop supporting their local businesses – from empty storefronts and lack of maintenance downtown, to fewer jobs available for people who live in the area.

By shopping at local stores, you're helping to keep the doors open and keep your city thriving rather than shipping all your money off to another place. It keeps your city strong for generations to come.

CUSTOMER SERVICE

Some businesses seem to have lost the art of pleasing customers.

When you shop at businesses in your own community, though – especially the locally owned stores that have built their reputations on good, old-fashioned personal care – you're much more likely to get a great shopping experience.

PEOPLE WHO CARE

The idea of shopping somewhere with managers and employees who actually know their customers on a personal basis may seem foreign, but that personal touch still exists in every city in America.

You just have to know where to look.

A GIFT HINT

One last note: When your friends and family tell you where they shop, that can be a great place to find a gift for them. They usually like certain stores for a reason, so use it as a gift hint.

THE WHOLE CITY BENEFITS

Where you choose to shop this Christmas doesn't only matter to you and the shopkeeper. It also matters to your whole city.

You can bring a big win to your community by spending your money locally, which supports the services residents enjoy all year long.

A BIG IMPACT

Every community pays for services in different ways. Some rely most on sales taxes, while others lean more on property or income taxes. Most locations have some mixture of the three to pay for their finances.

The building you shop in, for example, most likely has a property tax levied on it. The employees and managers you deal with likely pay income taxes that help support needed services.

The bottom line is that spending money locally helps keep your local government strong. From roads and bridges, to hospitals and schools, where you choose to do your Christmas shopping can make a major difference for the community as a whole.

why
Shop Local
FOR THE HOLIDAYS?