

SHOP SMALL[®]

5 Reasons to Shop Small

Small Business Saturday has become a great way to support small business owners in neighborhoods across the country every year—but there are many reasons to continue to support local businesses the entire holiday season and year-round.

It's even more meaningful to support small businesses now as many still face challenges from the pandemic like soaring inflation, worker shortages and supply chain disruptions. A recent QuickBooks survey found 80% of small businesses say the 2022 holiday season is more important to their overall financial health than last year.

The U.S. Chamber of Commerce is encouraging consumers to shop small every day to support small businesses and fuel the economy during the holiday season. Here are five reasons you should make shopping small a priority during the holidays—and beyond:

1. Shopping small is investing in your local economy.

When you support a local business, you're also supporting your town, city, and neighborhood by way of paying sales tax. The sales tax money is used to support public schools, parks, roads, and sidewalks, as well as fund public service workers, like firefighters.

This year 30% of Americans said they are willing to pay more at small businesses and 30% are willing to wait longer at small businesses versus major retailers or chain stores, according to a NerdWallet survey.

2. Small businesses are essential to the U.S. economy.

America's 33.2 million small businesses account for more than 99% of all U.S. companies and employ just under 47% of private sector employees. Consumers plan to spend 40% of their total holiday budget at small businesses this year, according to the QuickBooks survey, with the potential to fuel more than \$88 billion in holiday spending.

Facing economic uncertainty and high inflation, many small businesses are feeling the pressure to have a strong quarter before the colder, slower months of winter to come. It is even more important this year to support small businesses and fuel a strong economy.

3. Small businesses give back to their community.

According to new data from the MetLife and U.S. Chamber Small Business Index to be released in December, 70% of small business owners have encouraged their own employees to shop at other small businesses in the community.

Nearly all small business owners agree that community engagement is important for their business—and are actively engaged in giving back in several ways—including hosting or sponsoring community events, supporting local sports, school and youth activities, donating to local charities, and forming partnerships with other local businesses.



4. Many small businesses are now online, too.

Shopping small is now easier than ever as many small businesses have bulked up their online presence during the pandemic. With the growth of the digital economy, more and more entrepreneurs are starting or moving their businesses online. A recent report by the U.S. Chamber highlights the importance of technology for small businesses.

5. You can find one-of-a-kind items and customized service.

The items found in small businesses are often made by hand in small batches, resulting in one-of-a-kind pieces. Local stores may also be able to offer customized products, hands-on service, and other personal touches that big box stores cannot. In fact, 37% of Americans say they purchase from small businesses to receive a more personal experience, according to a recent NerdWallet survey.

Many small businesses consider their employees and customers like family. During a tough year of ongoing pandemic impacts and economic uncertainty, it's the perfect time to visit your favorite local businesses and thank them for all they do for the community.

Shop our members. Shop local



**UNION
COUNTY**
CHAMBER OF COMMERCE

Adams Avenue Barber Shop
Aguilera's Amazing Aromas
All For You Salon & More
BAB's Bakes
Becky's Burger Wagon
Benchwarmer's Pub & Grill
Best of Breed Pet Salon
& Pawtique
Blue Mountain Barbers LLC
Blue Mountain Creations
Blue Mountain Outfitters
Bout Time Boutique
Buffalo Peak Golf Course
Bugs and Butterflies
Cock N Bull Villa Roma
Commercial Tire
Community Kindness
D&B Supply

Designs By Stef
Eastern Oregon Rentals
Ed Stub & Sons Propane
Elgin Trail Stop
Essentially Loved LLC
Find Your Why Travel
Fitzgerald Flowers
Flying Cloud Gifts
Grande Hot Springs Resort
Grande Ronde Bath and Soap
Hearthfire Candle Company
Hines Meat Company
Homelight
Island City Market & Deli
Island Express Lube
& Car Wash
Jacksons Food Store
Joe Beans Coffee

Katie Martin Designs
Kentucky Fried Chicken
La Fiesta Mexican Restaurant
La Grande Ace Hardware
La Grande Country Club
La Grande Gold and Silver
La Grande Grocery Outlet
La Grande Paint & Glass
La Grande Theaters
Le Bebe Cakes Bakery LLC
Legacy Chrysler Jeep
Dodge RAM
Legacy Ford
Les Schwab
Let 'Er Wrap
Life & Other Doodles
Local Harvest Eatery
Longbranch Bar & Eats
M.J. Goss Motors
Mama Lank's Bake Shoppe
Mamacita's International Grill
Market Place Fresh Foods
McDonald's
Merlyn's Catering
Missy's Fun Bag's-Thirty One
Consultant
Moonlighting Boutique
Mountain Works Bicycles
Nature's Pantry, Inc
Northwest Furniture & Mattress
Northwest Skillet Co.
Not Just a Pretty Face
Nugget CBD
Oak Street Mobile
Papa Murphy's

Peak Lifestyle Studio
Pine Drop Designs
Pioneer West
R&C Adventure Footwear
Raul's Taqueria
Real Deals
Red Cross Drug Store
Rising Tide Soulpothecary
Riverside Greens
Rock & Sons Tire & Auto
Rosewood Cottage
Ryder Brothers Stationery Store
Shaw Creek Flower Farm
Side A Brewing
SIM Shot Virtual Shooting
Range
Sorbenots Coffee
Tap That Growlers
Ten Depot Street
Thai Fresh Gardens
The Carpenter's Shop
The Elgin Opera House
The Potter's House Gallery
The Smokehouse Restaurant
The Teal Cactus
Thunder RV
Union Merc

Have a Happy & Safe Holidays