



Methow Valley Gift Guide

Support Artisans and Eateries

Small businesses across America have been negatively impacted by the COVID-19 pandemic.

As shopping restrictions have been put in place across the country, local businesses have found themselves getting creative in selling their goods.

One of the best ways you can support your local business community is by purchasing items from local artisans and restaurants.

Support Local Artisans

Some of the most talented

people in your community are artisans creating handmade — or even customized — gifts for people on your shopping list.

You may find artisans partnering with local businesses to sell their products at a storefront versus opening up their own display space. When you shop locally, you give these artisans the exposure and financial support they need to grow their business.

Support Local Restaurants and Food Trucks

Can't decide what to eat this weekend? Search your local newspaper or Facebook restaurant groups to find great local options versus settling for chain establishments.

Local food trucks are also an option for enjoying unique cuisine while also supporting small business owners in your community.

These businesses have seen an uptick in business due to their flexibility in being able to set up at various sites.

Keep your eye out on social media for where food trucks are setting up during the holiday shop-

ping season, and show your support by buying your meals locally.

Customer Service

What can you expect when you shop with local artisans and restaurants? Great customer service, for one. Many shoppers complain about customer service at the big chain stores during the holidays due to retail employees often being stretched too thin in their work schedules.

With local businesses, you can expect personalized customer service along with the unique food or items you'll find. That's because great customer service is the lifeblood of a small business owner.

They are depending on



referral business from you and your community members. Many times, small business owners are able to craft and personalize products for their

customers. This level of customization is another aspect of great customer service that is so critical for small businesses to deliver.

Join the Movement

Shopping locally during the holiday season is a win-win for both consumers and businesses.

When you shop at your local establishment, you're actually helping more than the owners. You're also funding community projects and helping keep your region clean and attractive.

That's because larger portions of money spent with local businesses stay in the area compared to when you shop with a large retailer or online. So do your part this holiday season by

supporting those who keep our communities going. Shop local and watch your money have a big impact on your area.

Support with Your Dollar

If you're looking to make a difference this holiday season, consider devoting a specific portion of your shopping budget to small businesses.

While there's no arguing that online shopping can be convenient, spending all of your budget online can cripple your local economy. If you just can't live without the online shopping experience, check to see what kinds of online product offerings your local businesses offer. You can even shop locally online, as local restaurants, artisan shops and businesses

have shifted their models during COVID-19 to being able to handle more online orders.

Support Your Neighbors

According to a study by Michigan State University, small local businesses are the largest employers nationally, creating two out of every three new jobs, and employ 52% of the nation's employees.

Since 2003, small businesses have added 5.1 million new jobs to the economy. By shopping locally, you can help your business community expand into hiring more employees.

Your dollars can help more people find jobs around your area,

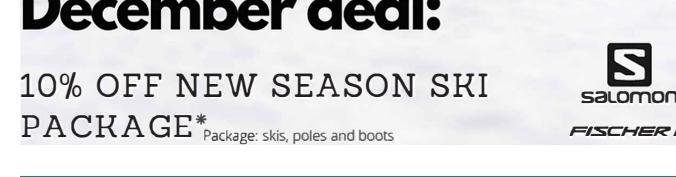
which will help your local economy grow stronger and stronger.

Support Giving

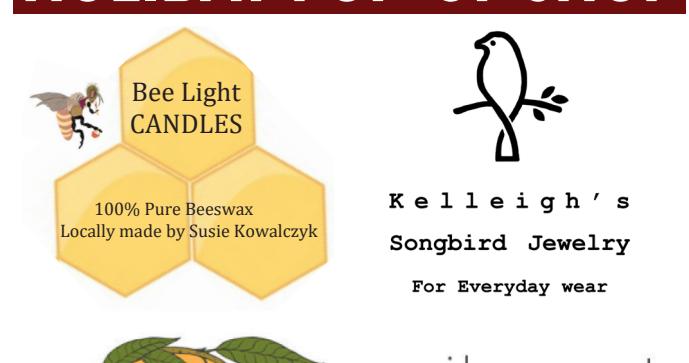
A 2019 U.S. Small Business Administration survey found that 75% of small business owners donate some portion of their profits — about 6% on average — to charitable organizations each year.

Most times, those charities are headquartered in your community. Every time you shop local, a portion of your dollars may also be donated to a local charity.

This can be critically important during the holiday season, when many charities are in need of funding and volunteers.



HOLIDAY POP-UP SHOP



Fri, 12/4: 10am-3pm, in front of Methow Arts on Glover St, Twisp
Sat, 12/5: 10am-3pm, Barnyard Cinema Parking Lot, Winthrop

