

# Shopping Local It's Not Just for the Holidays.

By Laura Weis

When the holidays approach, retailers, business associations, media outlets and municipalities all seem to unite around the common theme—Shop Local. This messaging benefits businesses and hometowns, reminding consumers of the value of shopping local as they gear up to shop for the holidays.

A “shop local first” culture can provide value to the community far beyond any one shopper. For every \$100 spent, \$73 stays in the community helping the local economy. Plus, it can reduce the environmental impact, create and retain new jobs, and improve both infrastructure and in-person customer service. A win, win, win.

The Champaign County Chamber of Commerce helps to facilitate business growth and improve the quality of life in the county. We cannot only encourage “shop local” during the holidays, and instead, we must help local businesses thrive by using our wallets *all year long*. Many one-of-a-kind restaurants and retailers enrich our community, and they are the very fabric that makes Champaign County unique.

(continued on next page)

•hand-painted•  
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birch jewelry

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Don Lake

Tom Skaggs

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12th Annual Holiday Sale  
1 Day only Saturday, Dec. 3rd  
10am-5pm

Feat. R. Larimore Sculpture  
[www.facebook.com/TomBrewerGallery](http://www.facebook.com/TomBrewerGallery)

305 W. Griggs St., Urbana  
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the station theatre presents:

**HOME GROWN:**  
an insurrection play

DECEMBER 2ND - 11TH 2022

by Nicole Anderson Cobb  
directed by Don P. Locke

A World Premiere by a local CU playwright! "Homegrown" examines the events leading up to January 6 from the perspective of a politically polarized church community.

DEC. 2ND - 11TH  
TICKETS AVAILABLE AT [STATIONTHEATRE.LUDUS.COM](http://STATIONTHEATRE.LUDUS.COM)

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**SUPPORT YOUR LOCAL BUSINESSES**

This Holiday Season