

Niagara County Tribune Sentinel

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Pictured clockwise from left: Phil and Tracey Palmeri of Battle Flag Tavern in Lewiston. • Wagner's Farm Market in Sanborn. • George's Appliance in Niagara Falls. • Patti Lacey and Amanda of Patti's Cut Above in Ransomville.

Small Business Saturday 2021 is Nov. 27

**BY JOSHUA MALONI,
TERRY DUFFY
AND DANIEL DAVEY**

If you watched Sunday's episode of "60 Minutes" – heck, if you've walked into a superstore lately – then you know this country has a serious supply chain problem. Docks are filled with items stashed in crates – and there's no guarantee those products will end up in your stocking or under your tree this holiday season.

The warehouses, truck drivers and shipping companies are blaming each other, costs are going through the roof, and shelves have more bald spots than your uncle Leo.

It's super-frustrating. But there is a silver lining – no, not for that, but in your present planning.

If you're one of the countless people who shop small, then you know a lot of aggravation can be avoided by patronizing locally owned merchants.

They have products! In fact, many make their own or utilize other nearby mom-and-pop operations for goods.

And if you're into that whole, "What's my name, does this look good on me, do you have it in blue, can you gift-wrap it for me?" thing, then you'll be pleased to know local merchants are

eager to answer those questions.

The pandemic is approaching (gulp) two years – and it's still not easy (or cheap) to cross the border. Residents have been great in keeping local businesses afloat. They are encouraged to continue that practice on Small Business Saturday.

In return, merchants will make available unique gifts and goods at the lowest prices of the year.

There might even be hot chocolate.

What follows is a collection of stories highlighting small business in Niagara County.

SEE INSIDE FOR MORE

Join the movement

The Niagara River Region Chamber of Commerce has once again joined the Small Business Saturday Coalition and, together with American Express, supports this year's Small Business Saturday celebration on Nov. 27. For the past 12 years, it has been a part of the "Shop Small" movement "dedicated to supporting the independent businesses that make our communities unique and provide invaluable contributions to our economy. We encourage everyone to celebrate and support the neighborhood businesses in our communities on this special day."

From 10:30 a.m. to 1 p.m., chamber staff and board members will have an open house at the office on the corner of Center and South Ninth streets in the Village of Lewiston. President Jennifer Pauly and her team will give away 50 \$15 gift certificates to the first 50 people aged 18 and older who stop by the welcome center. Free canvas bags will be given to the first 50 shoppers, along with a listing of promotions from member businesses. Free coffee will also be available.

Visit www.NiagaraRiverRegion.com.

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