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FOR IMMEDIATE RELEASE

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'Tis the Season for Local Shopping in St. Landry Parish!

Opelousas, LA- Small and local businesses form the heart and soul of communities like St. Landry Parish nationwide. With the holiday season approaching, supporting these local entrepreneurs becomes crucial for their success. Mark your calendars for Small Business Saturday on November 26—a golden opportunity for shoppers to discover that perfect gift while contributing to the prosperity of small businesses.

Initiated over a decade ago, Small Business Saturday aims to spotlight the significance of small businesses in local economies. In 2022, consumers set a record by spending a staggering \$17.9 billion on this special day. It's not just a chance for holiday shopping; it's an opportunity to connect with the entrepreneurs who contribute to the region year-round. St. Landry Economic Development is here with tips for consumers and shop owners to make the most of this festive season!

Why Choose Local?

Small businesses play a pivotal role in a region's employment landscape. According to the U.S. Small Business Administration Office of Advocacy, these enterprises have accounted for 62% of net new job creation since 1995. They often hire employees from their local communities, providing a significant boost to the local economy.

Despite facing challenges, with a survival rate of around one in two businesses after five years, small businesses are resilient. While Small Business Saturday kickstarts the holiday shopping season, it's also a chance to foster a year-round appreciation for their importance.

How Consumers Can Contribute:

Residents of St. Landry Parish can make a difference by prioritizing local, small businesses for their holiday shopping. The St. Landry Chamber of Commerce is a valuable resource for discovering small businesses and special events, including Christmas at the Courthouse Square in Opelousas on Small Business Saturday.

Other ways to support small businesses include engaging on social media, purchasing a gift and a gift card, and dedicating time to visit and show appreciation. A brief chat can go a long way in letting these entrepreneurs know that their services are valued.

Business Tips for Success:

For small businesses gearing up for Small Business Saturday and the holiday rush, a few simple steps can make a significant impact:

Define Your Brand

Emphasize your identity as a local business. Share your story, highlighting what makes your business unique.

Offer Special Gifts

Stand out by providing your target audience with appealing and cherished offerings.

Engage in Email Marketing

Keep your audience informed about holiday plans and offers through strategic email marketing. Collaborate with other local businesses to encourage community support.

Ready Your Physical Store

Ensure high stock levels, ample supplies, and a well-scheduled staff to handle the expected crowds. Have a to-do list prepared to keep everything running smoothly during the bustling holiday season.

As the holidays approach, St. Landry Economic Development takes pride in supporting the region's small businesses. For any questions or assistance, feel free to contact Bill Rodier via email at billr@stlandryed.com. Happy local shopping!