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National Independent Retailer Month and the importance of small businesses in a community

Guest Editorial by Michael Kooshian
Erie County District 3 Legislator

National Independent Retailer Month, celebrated every July, is a campaign that encourages consumers to shop locally and support independent retailers. This initiative highlights the crucial role small businesses play in fostering vibrant communities, promoting economic diversity, and ensuring sustainable growth. Understanding the importance of small businesses can motivate individuals to prioritize local shops and services, thus contributing to the overall health and resilience of their neighborhoods.

Small businesses are the backbone of the local economy. They generate employment opportunities, often providing jobs to residents within the community. This local employment can reduce commute times, decrease traffic congestion, and lower environmental impact due to reduced travel distances. Furthermore, money spent at local businesses tends to stay within the community, as these businesses often procure services and supplies from other local vendors. This recirculation of money helps to strengthen the local economy and fosters a robust economic environment.

Independent retailers contribute significantly to the unique identity and character of their communities. Unlike large chain stores, which often offer a homogeneous shopping experience, local businesses provide distinctive products and personalized services that reflect the unique culture and needs of the area. This individuality attracts both locals and tour-



ists, enhancing the community's appeal and vibrancy. The presence of diverse independent retailers can transform neighborhoods into attractive destinations for visitors, further boosting local economies.

Small businesses are pivotal in fostering social connections within a community. These businesses often serve as social hubs where people gather, interact and build relationships. This sense of community can enhance social cohesion and contribute to the overall well-being of residents. Small business owners, who frequently live in the same community, are more likely to engage in local events,

support community initiatives, and contribute to charitable causes. Their active involvement can lead to a stronger, more connected, and supportive community.

Supporting small businesses also has environmental benefits. Local retailers typically have smaller carbon footprints compared to large chain stores due to their lower energy consumption and reduced need for extensive transportation of goods. Moreover, local businesses are more likely to source products locally, which decreases the environmental impact associated with shipping and handling. By choosing to shop at independent

retailers, consumers can contribute to a reduction in greenhouse gas emissions and promote more sustainable consumption patterns.

National Independent Retailer Month serves as a reminder of the vital role small businesses play in our communities. These businesses are not just economic entities; they are integral to the social fabric, environmental health, and cultural identity of the areas they serve. By supporting independent retailers, consumers can help ensure the continued growth and prosperity of their communities – this July, and throughout the year.

Lewiston GardenFest extends thanks

The Lewiston GardenFest committee would like to thank all the people who helped us have another successful festival. Thank you to the first responders, the Village of Lewiston, DPW, and the Tribune/Sentinel for all you do. In addition, we'd like to thank the Lewiston Council

on the Arts and people who participated in Porchfest. It has been a pleasure to bring visitors into the community to enjoy the benefits of the area. We hope everyone enjoyed the festival and will return next year.

Mary Ann Yates
Lewiston GardenFest Chairperson



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