



114 N Main St  
Wellsville NY 14895  
585-593-5080  
[www.wellsvilleareachamber.com](http://www.wellsvilleareachamber.com)

### Why Become a Chamber Member?



### Welcome New Members!!

Willcare, 88 N Main St, Wellsville NY 14895

Swain Resort, 2275 County Rd 24, PO Box 44, Swain NY 14884

### Business After Hours

Thank you to the **CA BOCES CTE Center** in Belmont and **IncubatorWorks** in Alfred for hosting our most recent Business After Hours!

Both were wonderful educational experiences with great food and lots of networking!

If you are interested in hosting a Business After Hours, please contact the Wellsville Area Chamber of Commerce.

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# EVENTS !

## HOMETOWN HOLIDAYS COMING SOON!!



**November 26<sup>th</sup>** is Small Business Saturday

We will also have the Santa Parade, Fantasy of Lights Tree Lighting and Fireworks!

**December 1<sup>st</sup>** is the Wellsville Development Corp Holiday Auction

Start decorating your house for our Residential Christmas Decorating Contest!

**December 3<sup>rd</sup>** is a Christmas Market with crafters and vendors.

**December 10<sup>th</sup>** is the Santa Sprint

**December 17<sup>th</sup>** is Santa Claus is Coming to Town

**Many More Details to Follow Soon!!**

### Wellsville Development Corporation

The **2022 Holiday Auction & Raffle** will be Thursday December 1, 2022 at 6:00pm. Tickets are available at <https://wlsvdevelopmentcorp.ticketleap.com/2022-holiday-auction>

They are accepting donations for the Auction & Raffle.

Proceeds benefit the beautification of Wellsville's Main Street through flowers, holiday lights, and other improvement projects, including their Annual Betterment & Beautification Mini Grant Program.

# WHY SHOP SMALL FOR THE HOLIDAYS?



Small businesses add flavor to our area. There is a sense of adventure when you explore a small business. You never know what beauties you'll uncover or what scrumptiousness awaits. Sadly, that's also why a lot of people choose to patronize chains. With chains they know exactly what they'll get and there's a lot of comfort in that.

But comfort does come at a price and that price could be our community.

Large employers and chains are vital to our area, but this holiday season we're asking you to support small business to help ensure they're around in the coming years.

Here's why:

## 7 Reasons to Support Small Business This Holiday Season

**Small businesses need you.** While SCORE advises that businesses should keep three to six months of operating reserves, most small businesses have 27 days worth. With inflation, rising costs, hiring issues, and a plethora of other challenges, that place our small businesses in a precarious position, where you spend your money this holiday could affect which businesses will be here in the new year.

**It feels good to shop small.** Supporting small business feels good because you can see the impact. The smiles and gratitude you receive for shopping with a small business feel special. You can tell you're making an impact and often they remember you when you return.

**Small businesses support your causes.** Small businesses are the first ones you turn to when asking for support for your beloved causes from your kids sports to your favorite nonprofits. Their sponsorships improve the quality of life in the area. But they can't sponsor your causes if they're not in business.

**Small businesses answer your questions.** Chatbots are great but they are programmed to respond literally to your questions. They do not anticipate needs or ask follow-up questions like small business owners and employees do. Sometimes the conversation that comes from speaking with small business professionals lead to other opportunities, interests, and stories. That's less likely to happen with a chatbot or large-scale online retailer.

**Small businesses give you an experience.** Shopping small is about the experience and holiday shopping provides some of the biggest highlights of the year with seasonal aromas, delightful demos, delicious tastes, and happy melodies. Twinkle lights make everything more festive. Even an amazing website can't provide the same tantalizing shopping experience an in-person trip to your favorite small business can.

**Small businesses rely on your holiday spending.** As many as 20% of small businesses rely on holiday sales to offset slower times during the year. If you don't buy local during the holidays, it affects their future.

**You can be a gift-giving wizard.** Times are tight right now and many of us are cutting back on what we're spending this year so that we can cover rising costs in essentials. While it's natural to look for the cheapest gift possible during these times, you don't want to forgo the holiday smiles from the perfect gift just to stay in your budget. Many small businesses provide unique, thoughtful items that you can't get in many places. You can spend less but give your special someone something that they'll cherish.

Shopping small this holiday season is a big deal. These past few years have been hard on local businesses. With smaller operating reserves, rising costs and lower sales, they need you this year. And if you enjoy those small businesses, you know where you need to put your holiday dollars.

*Christina G Smith is a writer/ghostwriter who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She loves road trips, hates exclamation points, and believes the world would be a better place if we all had our own theme song that played when we entered the room. What would yours be?*

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## Member Benefit! Free Advertising!

Did you know you can use our front display window to promote your business? Prime advertising space is part of your member benefits. We schedule the spaces on a monthly basis. Contact Karen to reserve your window.

## Retail Space Available

Are you looking for prime retail space? 112 N Main St in Wellsville available. Call the Chamber of Commerce for details.

\*Also, the windows will be available for members to use to promote their business or organization for a month at a time until the space is rented!

## Gift Certificate Program

We now have over 50 member businesses participating in our Gift Certificate Program!!

We have certificates in denominations of \$5.00, \$10.00 and \$25.00. When someone purchases one or more, they are also given a brochure explaining how to redeem them and a list of participating businesses. The list is also on our website.

In 2021, we sold more than \$44,000.00. That's all money going back to local member businesses!!

## Are you hiring?

We will be happy to put your flyer on our window! You can also add it to our website for 30 days.

## Important Business Quote

"If we keep doing what we're doing, we're going to keep getting what we're getting" - Stephen Covey

## A Few Things to Look Forward to...

**Hometown Holidays** in December!

And a few surprises along the way!

## Contact Us

Let us know how we can help your business!

Bruce Thomas

Executive Director

wacocexec@wellsvilleareachamber.com

Karen Kania

Membership Services

mssc@wellsvilleareachamber.com

585-593-5080

Visit us online at

[www.wellsvilleareachamber.com](http://www.wellsvilleareachamber.com)



## Wellsville Area Chamber of Commerce Announces

### 2023-2024 Edition Community Guide and Business Directory

It's back by popular demand! The Wellsville Area Chamber of Commerce is pleased to announce the launch of our 2023-2024 Community Guide and Business Directory. The process takes about five months to go from concept to delivery, therefore we expect this next edition will come out in early summer 2023. It will be available in both print and digital formats...see an example of the digital version

<https://emflipbooks.com/flipbooks/Wellsville/Directory/2022>

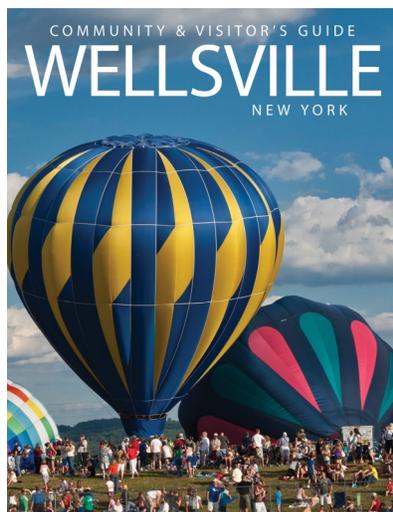
To make this a true community guide, advertising will be open to all businesses in the Wellsville area, including adjacent communities. The success of the highly touted '21-'22 edition was so popular we ran out of printed copies, and although we distributed many outside the Wellsville area, we did not get to every venue we had targeted. For this next publication we will produce twice the number of printed guides to ensure we can place them in all appropriate venues inside and outside the immediate area. The digital version will be placed on various internet platforms and apps.

E&M will once again be managing the project and will be contacting you soon regarding advertising opportunities. They are highly professional and produce a high-quality publication; we ask that you give them a moment of your time.

Bruce Thomas, Executive Director of the Chamber stated "The guide is a great opportunity to promote your business, attract customers, and support the Chamber and our business community. With the new businesses that are coming to the Wellsville area creating energy and momentum, this is your chance to be part of a widely distributed and prestigious marketing tool. And a reminder that the advertising allows us to publish the guide without any cost to the Chamber".

We hope to have a photo/art contest to win the honor of the front cover, more to come on that. And if you want to track the efficacy of your advertisement, you could design it as a coupon offering a percent discount if they present it at point of sale, this allows you to track the effectiveness of your ad.

If you have any questions or want to get a head-start on advertising, please contact the E&M sales associate Brian, at [brian@emconsultinginc.com](mailto:brian@emconsultinginc.com) or 800-572-0011 ext. 8005.



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