



Arkansas House Newsletter

November 27, 2024

Shop Local This Holiday Season



As the holiday season approaches, many of us are starting to think about our shopping lists and where we want to spend our hard-earned money. Now is the perfect time to consider supporting small businesses in Arkansas.

First and foremost, shopping at small businesses is a direct way to support your local community. With over 280,000 small businesses across the state, they represent 99.3% of all Arkansas businesses. By choosing to shop locally, you're not just supporting the owners and employees of these establishments; you're contributing to the economic health of your neighborhood. Small businesses are often the backbone of communities, providing jobs and a unique sense of identity. In fact, 47.5% of all Arkansas employees work for small businesses, underscoring their importance in our local economy.

Many small retailers curate products made locally or sourced from independent artisans, allowing you to give truly one-of-a-kind gifts to your loved ones. By supporting these businesses, you are investing in the creativity and talent of artists and craftsmen within your community.

Moreover, when you spend your dollars at small businesses, you ensure that a significant portion stays within the local economy. Research indicates that 68 cents of every dollar spent at a small business remains in the community, creating a ripple effect that helps to create jobs and contribute to the overall economic well-being of your area. This reinvestment is crucial, especially during the holiday season when many businesses are counting on the influx of seasonal shoppers to sustain them through the year.

Additionally, small businesses play a critical role in job creation, accounting for two-thirds of net new jobs in our country. They drive innovation and competition, which ultimately benefits consumers by providing more choices and better services.

This holiday season, let's celebrate local businesses and the vital role they play in making Arkansas a vibrant place to live and work.