

SHOP LOCAL FOR THE HOLIDAYS | GETTING INTO THE SPIRIT

Check for Special Events

Christmas festivals: There may not be one in your town, but if not, it stands to reason there's probably one nearby. In November and December, small and mid-size towns across the country host downtown Christmas festivals, with local stores and organizations participating to encourage folks to shop and spend some time outside the big box stores.

LOOK FOR DEALS

Most shops offer deals or coupons as part of a Christmas festival event, and it's a great time to get some shopping done while taking advantage of the sales. With so much foot traffic hitting the area at one time, shops are usually fighting it out for attention — which is good news for shoppers. Also check with the local Chamber of Commerce to see if there might be a local coupon book for an event.

MAKE MEMORIES

Along with getting some shopping done, these festivals often also feature caroling, Christmas tree decorating contests, and sometimes even horse-drawn carriage rides. If the weather cooperates, it can be a great way to get into the Christmas spirit and have a fun and affordable night out. Be sure to see if there's a schedule available for live music and events, so you can plan accordingly.

DON'T FORGET DINNER

With shops trying to lure in customers around holiday events, local restaurants often get in on the festivities, as well. Some will have special meals and promotions around the holiday season, so you might even be able to change things up with a Christmas-themed dinner to go along with all the shopping.

REMEMBER TO EXPLORE

Having everyone out around downtown means local shops are often putting their best foot forward, so it's a great opportunity to try out some stores or restaurants you've never visited — or perhaps even noticed — before. Make it a point to visit at least one place you've never been, just to see what you might be missing.



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