



Shop Local, Shop Small, Fix Potholes

By James M. Decker

Shop Local! We have all heard that marketing line at some point. It is a staple of Chamber of Commerce messaging for cities large and small. It encourages shoppers to keep their retail dollars at home. Over the years, this has been augmented by messaging like “shop small,” to prioritize small businesses over large chains.

“Black Friday,” the day after Thanksgiving, is typically the busiest shopping day of the year. In 2010, American Express partnered with the National Trust for Historic Preservation (a nonprofit behind the nationwide Main Street program, among other projects) to create “Small Business Saturday” on the day after Black Friday. This was established to encourage holiday shopping with small businesses, particularly those of the traditional brick and mortar variety. American Express has since spent millions of marketing dollars promoting this initiative and small business trade groups, Chambers of Commerce, and local elected officials have followed suit in promoting the concept of holiday shopping with small, locally based retailers.

Over the last few weeks, we’ve talked about worldwide trends in retail, particularly technology and an efficiency-driven supply chain. Those trends have presented some opportunities for small businesses to blossom in new ways, but they’ve also made life more difficult in other ways. The retail sector favors bigger chains. Small businesses and

older chains have struggled to keep up. A global pandemic made life even more difficult. Many retailers large and small simply closed shop. Others struggled through and are still working to overcome that adversity.

As we consider the revitalization of rural America and the rebuilding of our local ecosystems, we must focus some attention on our local retail economy. The holiday shopping season is a perfect time to start that conversation.

Why does shopping local matter? I can give you “softer” reasons that we have all heard. Local businesses support your school and youth organization. Local businesses sponsor local events. Local businesses are owned and operated by your neighbors or people whose kids attend school with your kids, and so on.

Those reasons don’t matter to everyone. For some people, shopping is a matter of dollars and cents. That’s fine. Let’s talk about the dollars and cents. There are a variety of studies online (check out independentwestand.org, for one) that all show about the same thing. For every \$100 you spend with a small business, \$68 of that stays within the local community. When you shop with a larger chain, about \$48 of that \$100 stays in the local community. It does not take a peer-reviewed scientific study to confirm that

when you shop outside of town, \$0 of that stays within the local community.

Simply put, if you want better services locally, it is vital to spend your shopping dollars and cents locally. That includes spending money with local independent businesses and larger chains within your community, because whether \$68 or \$48 of your \$100 stays local, it sure beats \$0. Not only do those local businesses support local organizations and employee local people, they also pay local property taxes that fund local governments. They collect local sales tax revenues that are paid to our municipal governments for streets, parks, and other services. We can all complain about potholes in our towns, but pothole repairs and repaving streets are a direct function of sales tax revenues collected on the local level.

As we move into the holiday season, I encourage you to find new ways to shop local, shop small, and support small business, whether on Small Business Saturday or otherwise. Not everything is available locally and that’s okay, but you might be surprised how much you *can* buy locally. If I can split up my shopping into local and outside purchases, I believe it is worth the extra effort. When I do, I’ll think about the potholes and park improvements. That local sales tax dollar might not fix all the

potholes, but it will be more helpful than not spending that local dollar at all.

James Decker is the Mayor of Stamford, Texas and the creator of the West of 98 website and podcast. Contact James and subscribe to these essays at westof98.substack.com and subscribe to West of 98 wherever podcasts are found.

...Bronte City Council minutes

(Continued from page 4)
Bug Express will be here September 1 to re-spray at the cemetery per the agreement.

City Secretary’s Report

The ability to pay by credit card for utility bills with the Epay button has been posted on the City’s website. Notifications will be on the back of the water bills and posted on social media. The night drop is working very well.

There were no items requested to be added to future agendas.

There being no further business, the meeting was adjourned at 7:41 pm.

Hornets playoff run ends

The Blackwell Hornets playoff run ended on Friday, November 12, after a loss of 14 - 60 against Balmorhea.

Scoring Summary

1st Quarter
8:02 Balmorhea TD;
5:44 Balmorhea TD;
5:24 Balmorhea TD;
4:15 Balmorhea TD;
1:15 Balmorhea TD.

Blackwell - 0
Balmorhea - 32

2nd Quarter
8:54 Taylor 2yd TD, PAT Giek good;

8:25 Balmorhea TD;
7:31 Balmorhea TD;
4:57 Balmorhea TD;
:55 Karter 21 yd TD, PAT Giek no good.

Blackwell - 14
Balmorhea - 52

3rd Quarter
9:20 Balmorhea TD.

Final Score

Blackwell - 14
Balmorhea - 60



CRMWD
Colorado River Municipal Water District

The Colorado River Municipal Water District is accepting applications for following position at Lake Spence area.

Reservoir Superintendent - Responsible for supervising parks and recreation employees to assure smooth operation of District park facilities and activities around District reservoirs and wildlife management areas. Ideal candidate should have progressive experience managing multiple projects and personnel.

For additional information, visit www.crmwd.org.

I am announcing my intent to file for re-election as

Coke County Treasurer.

I appreciate your consideration, support, and vote.

Therese Emert

Pd. Pol. Adv. by Therese Emert

Due to the Thanksgiving holiday, The Observer/Enterprise will have an early deadline of Friday, November 19, at 5 pm.

IVEY MOTORS

<p>2018 Ford F-350 Lariat 4WD \$63,900 <i>White w/Tan Leather! Navigation, Bed Liner, Heated/Cooled Front Seats, & FX4 Offroad Package! 6.7L Diesel! 58K Miles! Sharp Looking Truck!</i> #Y587A</p> <p>2018 Ford Expedition XLT \$46,900 <i>Silver w/Black Leather! New Body Style! Excellent Family Vehicle! 37K Miles!</i> #X545A</p> <p>2019 Ford F-150 Lariat 4WD \$43,900 <i>Silver Spruce w/Tan Leather! Navigation, Bed Liner, & Tow Package! Beautiful Truck! 59K Miles!</i> #Y563A</p> <p>2017 Ford F-150 Lariat 4x4 \$42,500 <i>Tan w/Tan Leather! 2.7L Ecoboost V6! Navigation, Heated/Cooled Seats, & Painted to Match Fiberglass Bed Cover! Clean Looking Truck! 78K Miles!</i> #7292A</p> <p>2013 Ford F-250 King Ranch 4WD \$38,900 <i>Kodiak Brown w/Tan Accent & KR Leather! 6.7L Diesel! Navigation, Heated/Cooled Seats, & FX4 Offroad Package! Beautiful Truck! 150K Miles!</i> #X564A</p> <p>2019 Toyota Tundra SR5 \$37,900 <i>Black w/Black Cloth Seats! Double Cab! 4x2! Bed Liner & Tow Package! 37K Miles!</i> #5671A</p> <p>2018 Honda CR-V Touring AWD \$32,900 <i>White w/Leather! Navigation, Adaptive Cruise, & Power Lift Gate! 33K Miles!</i> #7286M</p>	<p>2020 Ford Escape SE AWD \$29,900 <i>White w/Tan Cloth! Heated Seats & Backup Camera! Excellent Shape w/Only 4K Miles!</i> #7298A</p> <p>2013 GMC Sierra 1500 Denali \$27,900 <i>Maroon w/Tan Leather! 6.2L V8! Navigation, Sunroof, & Bed Cover!</i> #5677</p> <p>2017 Ford Explorer XLT \$25,500 <i>Smoked Quartz w/Tan Leather! Navigation, Rear Bucket Seats & Power Liftgate! 90K Miles! Very Nice SUV!</i> X501A</p> <p>2015 Ford Edge SEL \$15,900 <i>Silver w/Black Leather! Heated Front Seats! In Great Shape! 108K Miles!</i> #X471A</p>
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Let Ivey Motors help you with your service needs!!

453-4561

Ask For:

Cole Flanagan • Buddy Wallace • Kagan Maxcey

