



NEW YORK STATE SENATOR

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'Small Business Saturday' is November 26, 2016: A reminder to 'Shop Small' this holiday season

THOMAS F. O'MARA November 25, 2016

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Today, much of our annual holiday shopping increasingly takes place online. But the further we get into the holiday shopping season the more consumers start turning to “brick-and-mortar retail.” And that, of course, is only great news for local businesses. Fortunately for many of us, there’s still a store right down the street or a shop right around the corner from home that turns out to be the best destination of all to find that perfect (and meaningful) gift.

You hear it all the time, especially in government where we debate constantly about how best to create jobs and strengthen local economies: small businesses are the backbone of the

economy.

That's as true as it's ever been and so is the fact that Albany and Washington can take steps to help improve the economic climate for our small businesses. That's especially true right here in New York State, where businesses large and small continue to face one of the worst business tax climates in the nation.

But government's not the only place to make a difference. We all can, and there's never a better time than now with the holiday shopping season kicking into high gear this week.

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So here's hoping that we'll do our best to support these small businesses on Main Street, Market Street, Water Street, the Commons or wherever they happen to be found in your own community.

One strategy that really keeps making a difference takes place again this year through a nationwide event on Saturday, November 28th called **"Small Business Saturday."**

Read more from the Watkins Glen Area Chamber of Commerce **[HERE](#)**.

Read and listen to more from *Finger Lakes Radio*, **"Watkins Glen Chamber Promotes Small Business Saturday"**

Read more from *Forbes Magazine*, **"The Big Benefits of Small Business Saturday"**

Read more from *Tompkins Weekly*, "**Shop Local! Annual Local Lover challenge to kick off**"