

Holiday **Gift Guide**



TO DONLEY COUNTY MERCHANT SALES



5
Reasons
Why

*Local
Shops
beat Big
Box*

BLACK FRIDAY & SMALL BUSINESS SATURDAY • NOV. 29 & 30

SHOP LOCAL - SUPPORT YOUR COMMUNITY

Supporting local small businesses matters

The holiday season is a time of year when shopping takes center stage. While online giants and big box retailers seem to be everywhere, offering an endless array of products with the convenience of low prices, small businesses provide a range of benefits that go far beyond the ease of a mouse click or mountains of merchandise. Shopping local retailers is more than just a transaction - it is crucial for maintaining the economic foundation of local communities. Let's take a look at the many ways it pays to shop small businesses during the holidays and all year long.

• STRENGTHEN THE LOCAL ECONOMY

A large percentage of the money spent at small businesses stays in

the community. That's because these businesses often are owned and operated by local residents who are invested in the community themselves. Various studies indicate that for every \$100 spent at a small business, roughly \$70 stays in the community.

• ENHANCED CUSTOMER SERVICE

Owners and employees of small businesses have a keen interest in keeping customers happy. They often do so by providing superior customer service. Tailoring recommendations, exhibiting a willingness to accommodate special requests, offering a more engaging shopping experience, and being more friendly and connected with regular customers sets many small

businesses apart.

• SUPPORT THE COMMUNITY

Small businesses serve the community through the products and services they offer, and many give back in other ways as well. Small, locally owned businesses often sponsor schools, sports teams and charities. This helps foster a sense of belonging in the community.

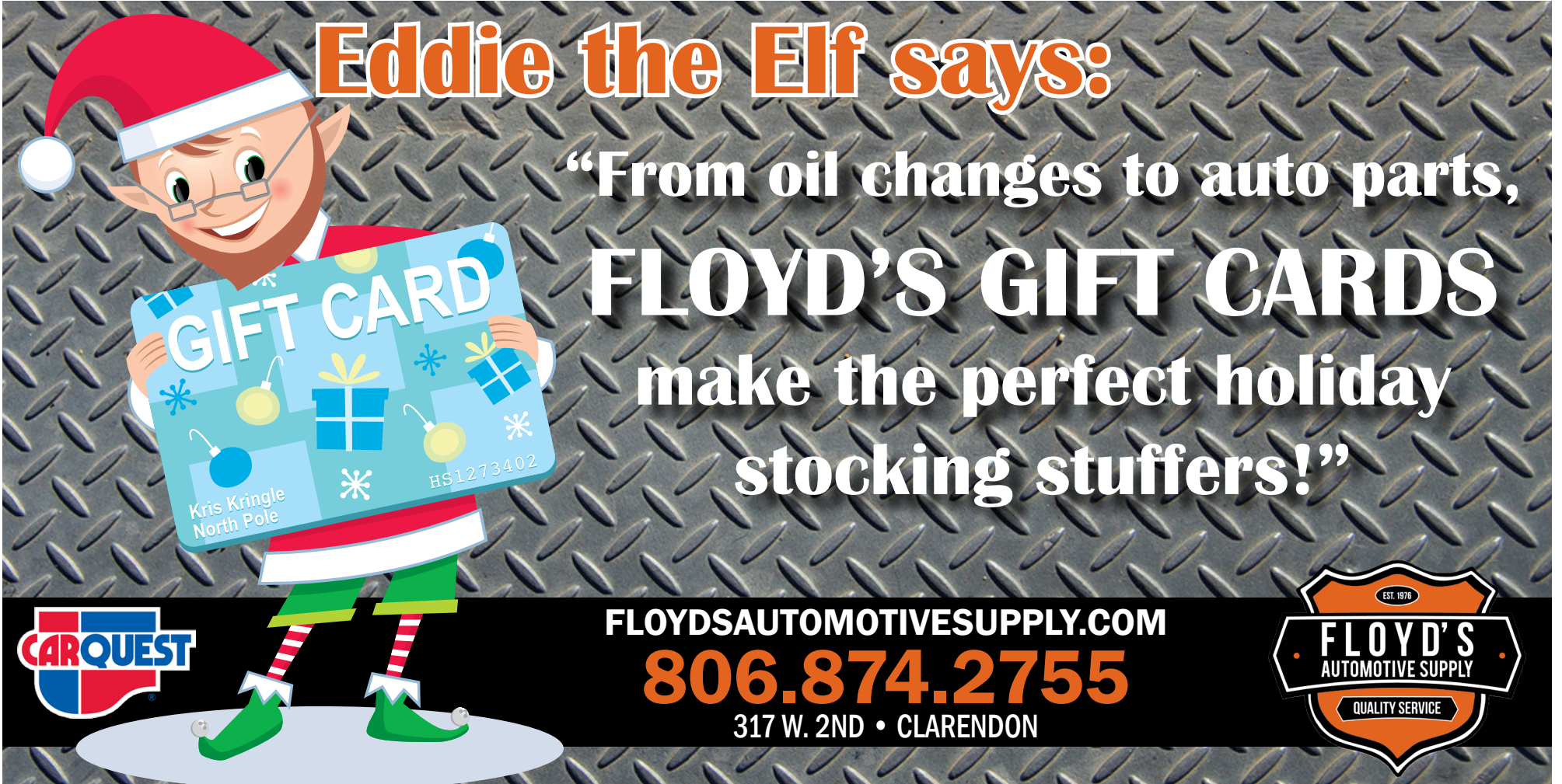
• INNOVATIVE OFFERINGS

Small businesses are not beholden to corporate policies or franchise restrictions, so they can more readily bring new life to existing ideas and trends. Small businesses can offer customers different options that larger retailers cannot match.

• JOB CREATION

Small businesses employ a significant percentage of the workforce and frequently provide jobs that might not be available in larger corporate settings. The U.S. Small Business Administration Office of Advocacy says small businesses have generated 12.9 million net new jobs over the past 25 years, accounting for two out of every three jobs added to the U.S. economy. Keeping residents working helps strengthen local communities.

There are numerous benefits to shopping at small businesses this Small Business Saturday and throughout the year. Such firms help to establish a more resilient, diverse and bustling local community.



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SHOP LOCAL - SMALL BUSINESS, BIG IMPACT

Five reasons local shops can beat Big Box stores

Small businesses on Main Street and big box chains have been competing for consumers' attention for decades. Historians say that big box stores were born in the early 1960s when Wal-Mart, Target and Kmart entered the retail landscape. It's been more than 60 years since these chains arrived and they certainly have garnered their share of devotees. Big box businesses have size, inventory and often price on their side. However, when consumers look beyond those factors, it's easy to see all of the benefits small businesses offer that behemoths cannot.

1. Passionate owners and operators

Walk into a big box store or other business and you may find a handful of dedicated employees, but not quite at the level of small businesses. Small business owners prioritize the customer

experience because they know they need to work hard to retain customers. This translates into knowing the products well, and sharing as much knowledge as possible with customers. Big box businesses vulnerable to heavy staff turnover often do not have a vested interest in the brand.

2. Work the local niche

What makes big box retailers so familiar to shoppers is one can stop in a store in the middle of Nebraska and likely find the same items as a store in Hawaii, with only a few subtle differences between the locations. Big box companies work with the same suppliers and ship the same products all over the world. Customers seeking personalized items and services for their particular regions are better off utilizing local small businesses that can bring in regional vendors more readily.

3. Better shopping experience

Big box stores draw customers during peak times when they're home from school or off from work. That often translates to long lines both at checkout and at customer service or return counters. By contrast, there may be no apparent rhyme or reason to when shoppers visit small businesses, meaning there likely will not be crowds. It's much more pleasant to browse wares without having to contend with shopping cart traffic and people blocking aisles.

4. Advanced technology

Big box companies have invested millions of dollars into their point-of-service systems and other technologies, which means it can be a very slow transition to new options as times change. Small businesses generally can

shift to newer, better technology more readily because they do not have to do so on the same scale as their larger competitors.

5. General agility

Changing technology on a dime is not the only ways small businesses excel. They can experiment in other ways, such as a home contractor offering a special price deal for a certain period of time, or a clothing store experimenting with new in-store decor. Big chains cannot pivot that quickly, and any changes must be approved by corporate and implemented across all centers.

Although small businesses may have a tough time beating big box retailers on overall price, there are many other advantages such enterprises have over the competition.

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SHOP LOCAL - GIVE LOCAL

Don't Forget Non-Profits

Some local organizations are focused not on selling products, but on improving the lives of disadvantaged community members. Non-profit groups organizations are all seeking help this holiday season.

And what they're asking for is simply a hand. They need more manpower to achieve their goals and spread the word on their efforts.

LOCAL FOOD DONATIONS

Why not spend your Christmas spreading some holiday cheer – and delicious food? Contact the Clarendon Lions Club to make a donation to its **ANNUAL CHRISTMAS FOOD BASKET** program at 874-2259. Call Clarendon Elementary School at 806-310-7760 about its **SNACK PAK 4 KIDS** program or make a donation or volunteer to help the weekly **CHRIST'S KIDS MINISTRY PROGRAM** as it seeks to nourish the bodies and spirits of local children. And it is a simple act of kindness that can be turned into a tradition, passed on to children or replicated by your friends and family members. Senior citizens groups in Clarendon and Hedley also need your support to continue to provide services to our local elderly.

CHARITABLE CONTRIBUTIONS

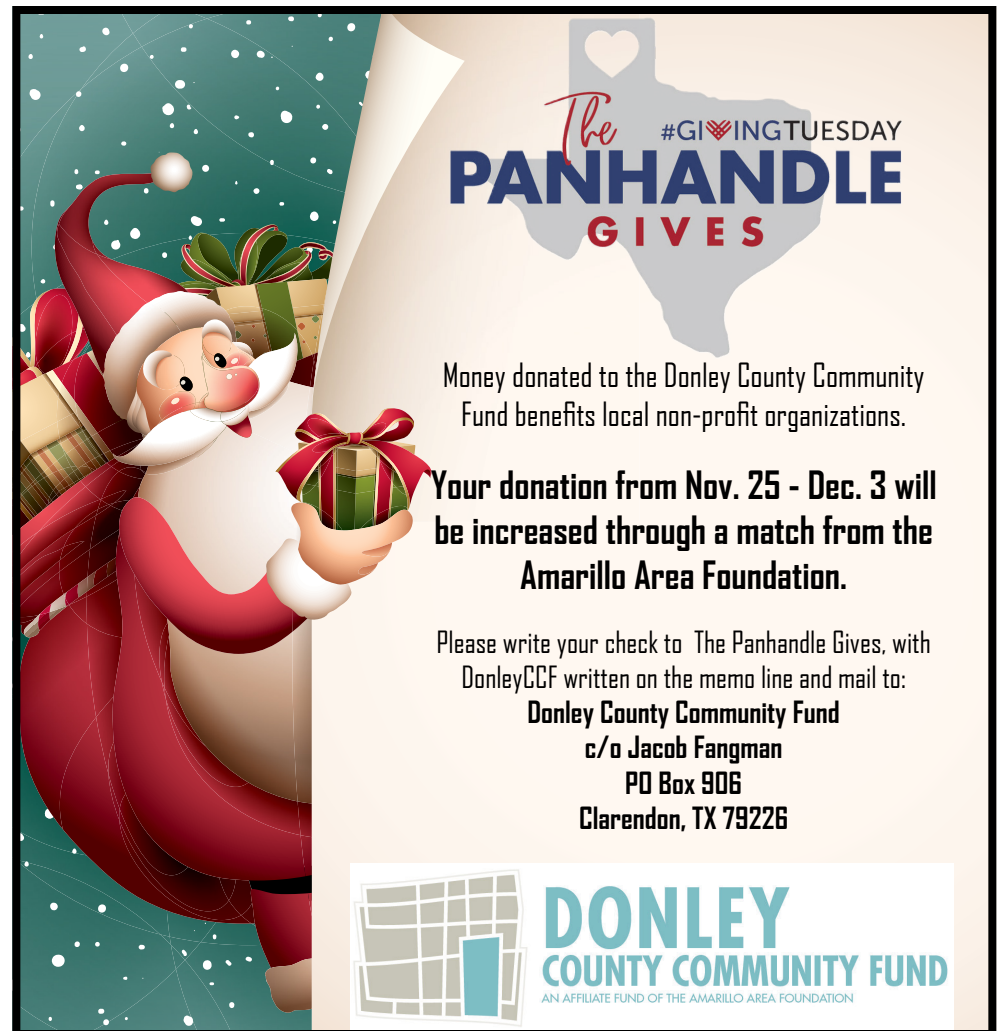
You may find yourself short on time this holiday season, but maybe you have a few dollars to donate to a local organization. Your contribution could go a long way toward furthering the cause of a group near and dear to your heart.

You can conveniently make online donations or in-person cash contributions. Either way, donating funds is a simple way to show your support while making a difference in the lives of those who need it.

LENDING YOUR SKILL SET

Can you spare a few hours every weekend in December? You may be asked to run errands or visit with people. Maybe deliver food or products to clients across town.

Professionals in the creative services field can offer their skills free of charge as a holiday contribution. Locals helping locals will strengthen the community this holiday season.




The #GIVINGTUESDAY PANHANDLE GIVES

Money donated to the Donley County Community Fund benefits local non-profit organizations.

Your donation from Nov. 25 - Dec. 3 will be increased through a match from the Amarillo Area Foundation.

Please write your check to The Panhandle Gives, with DonleyCCF written on the memo line and mail to:

**Donley County Community Fund
c/o Jacob Fangman
PO Box 906
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SHOP LOCAL - ENJOY FRIENDSHIPS

Participate in Giving Tuesday

The excitement of the holiday season is palpable. Many people look forward to this time of year so they can deck their homes in lights and find gifts that will delight friends and family.

The spirit of giving that pervades the holiday season extends to Giving Tuesday, which comes on the heels of the busiest shopping days of the year. According to the Giving Tuesday website, Giving Tuesday is a movement that “reimagines a world built upon shared humanity and generosity.” Organizers feel that generosity is the avenue through which humanity can collectively strengthen its social fabric. Those who would like to harness the spirit of charitable giving can explore these ways to give back.

Get involved where it started

Giving Tuesday started with a team from the Belfer Center for Innovative & Social Impact in New York City. In November 2012, these individuals implored nonprofits, influencers and businesses to inspire others to get involved with acts of giving. The organization has many initiatives that people can support in addition to the original Giving Tuesday. Learn more at www.92ny.org/belfer-center.

Plant a community garden

Food insecurity is a problem in many neighborhoods across the country. Petition local city councils for a portion of green spaces to devote to a community garden to grow produce for those who may need it. Doing so can foster a sense of camaraderie in communities.

Start a caremongering movement

Caremongering began as a community-led social movement to address health and social needs during the COVID-19 pandemic in Canada. Caremongering is designed to help vulnerable people and can include anything from grocery shopping for those with mobility issues to virtually or physically socializing with others to combat social isolation. Those who want to caremonger can do many other things, like run emergency errands or help with childcare.

Donate goods and supplies

Areas of the southern United States experienced extreme devastation with the one-two punch of hurricanes Helene and Milton in early October. Natural disasters can displace families and push individuals to the brink as supplies become scarce. It is likely recovery efforts in areas wiped out by these storms will take months, underscoring the importance of continued support via donations and volunteer efforts.

Getting involved on Giving Tuesday is easier than one may imagine. Let this day sow the seeds of generosity for the entire year.



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- Household
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GIVE LOCAL - TOYS FOR JOY

Clarendon & Hedley Lions bring joy to local school kids

Now in its third year, the Lions Club's "Toys for Joy" drive gives a new toy to every elementary student in the Clarendon and Hedley school districts.

Donations are now being accepted for the 2024 Christmas drive. New, unwrapped toys may be left in collection boxes at Lowe's Family Center, the Clarendon Visitor Center, and the Hedley Senior Citizens. The club also accepts cash donations, which can be mailed to Clarendon Lions Club, PO Box

1081, Clarendon, Texas or delivered to The Clarendon Enterprise.

Clarendon Lions partner with the Hedley Lions Club in this county-wide service project. Together last year, the clubs delivered toys to 253 kids. Santa Claus travels with the Lions and meets with each child before they pick the toy they want to take home.

For more information, call Lion Roger Estlack at 806-662-4689 or stop by THE CLARENDON ENTERPRISE.

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Toys for Joy

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WE ARE ACCEPTING MONETARY DONATIONS TO SUPPORT THIS PROJECT. CASH, CHECKS, CARDS OR VENMO ACCEPTED. CALL LION ROGER ESTLACK AT 806-662-4689 TO MAKE A MONETARY DONATION.

DONATIONS ACCEPTED UNTIL

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SHOP LOCAL - MAKING MEMORIES

Make a Child's First Holiday Special

A baby's life is filled with milestones. First smiles, first steps and first words are just a few of the moments parents will treasure.



A baby's first holiday season is another special time to cherish. Shoppers seeking gifts to make a baby's first holiday special have many clever, cute and functional items to choose from. Several of these gifts can become keepsakes to be tucked into memory boxes for growing kids to look at later in life.

- Christmas pajamas: What better way to await for the arrival of Christmas than in a pair of snuggly pajamas? Send pajamas ahead of Christmas Day so that new parents will have plenty of adorable photo opportunities as their baby boy or girl tears open the gifts. Stores stock several different fun and festive prints, or look into pajamas that can be personalized.

- Photo print package: Photography packages can involve the entire expanding family and will catalog special moments in time. Purchase studio or on-location time with a private photographer, or use one of the popular photography chains found in malls and department stores.

- Personalized framed print: Commemorate the first holiday season with your child by getting a print made with his or her name and age. Leave a space on the print so that the child's parents can customize it even further with their son or daughter's footprints. Include a

matted frame and child-safe ink or paint to complete the gift.

- Keepsake ornament: Some families embrace the tradition of adding a new ornament to their Christmas trees each year. Purchase an ornament for the new baby with the year so he or she can join in the tradition.

- Crochet or knit blanket: Crafty individuals can make a blanket that the newest addition to the family can enjoy during the chilly days of winter. These blankets often become treasured keepsakes that may be passed down throughout the family or kept tucked away for kids so they can give them to their own children once they start their own families.

- Piggy bank: Foster good saving habits by gifting a personalized piggy bank. Get kids off on the right foot by depositing a few dollars into the bank before giving the gift.

A new baby brings many changes and fun experiences. Gift-givers can make a baby's first holiday season one filled with joy and whimsy with creative gift ideas.

GREAT GIFT IDEAS!



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SHOP LOCAL - MANAGE YOUR MONEY



Smart ways to pay for gifts

Entertaining, dinners, gifts, travel, and decorating may make for a festive time of year, but the holidays certainly can put a strain on personal finances. No one wants to experience a financial hangover come January. Therefore, making a plan for paying for holiday expenditures now can help the average person save and protect their finances.

Figuring out how to finance holiday purchases can be just as important as scoping out deals and cashing in coupons. Here's a look at some of the ways to pay for holiday gifts.

CREDIT CARDS

Many consumers feel that credit cards are the safest way to make purchases, whether in-store or online. With credit cards, shoppers are using a line of credit. Should fraudulent purchases be made or errors in accounting occur, shoppers aren't responsible - the credit card company is in charge of tracking down or absorbing the error.

Now that spending has increased after the last recession, credit card companies are again offering deals to lure in new customers. Rewards cards are quite popular. Such cards offer points, cash back or travel miles to customers who meet certain criteria. For those who can pay off balances and meet the requirements, these cards can

help save substantial amounts of money. Keep in mind that regular cards carry an interest rate of 15 percent on average, while retail store cards may be as high as 24 percent.

LAYAWAY

Layaway is a safe way to shop for the holidays. Layaway entitles consumers to buy an item by making installment payments. The frequency of payments depends on shoppers' ability to pay. Failure to pay will not affect a credit score or negatively impact credit standing in any way - the consumer may just lose their down payment or be forced to pay a layaway fee. Paying in installments helps lock in a special sale rate and can discourage impulse buying as well.

CASH AND PREPAID CARDS

Paying in cash can help shoppers avoid overspending on gifts. After setting aside a cash limit, once the money is spent, shopping is done. Paying in cash does carry some risk if the money is stolen or misplaced. Plus, as opposed to paying with credit, which can offer some purchase protection or built-in warranties, cash may have no protective benefits.

As an alternative to cash, consumers may want to purchase pre-loaded cash cards in various amounts. Like cash, when the value on the card is depleted, shopping is finished.

SHOP LOCAL - NEIGHBOR TO NEIGHBOR

Don't Be A Stranger

There is no place like home, so why would you choose to leave it for Christmas shopping? By spending your time and money shopping locally, you are more likely to run into friends, family, co-workers and past acquaintances, allowing you to enjoy the season around those you love.

Both behind the counter and in the aisles, you will probably know more people within your local businesses in comparison to the stores 60 miles away. Familiar faces and friendly chats help enrich the already exciting experience of Christmas shopping.

TEACH THE KIDS

It's never too early to pass on the values that drive you to shop local and support your neighbors. Your sons, daughters, nieces and nephews will earn money and shop for themselves one day, and they may even be future small business owners.

Bringing them along for the shopping trip to your favorite downtown store will give them a

great understanding of the benefits of spending money locally and may spark an entrepreneurial spirit within them.

LEARN HISTORY

The next time you are perusing through a downtown business, ask yourself if you know the history of the building you are in. Odds are the owner does.

Small business owners are often excellent sources for local history. They can give you detailed information about their buildings or the services that used to be offered through it.

Shopping locally doesn't just enhance the local economy. It can also increase your knowledge of your surroundings.



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SHOP LOCAL - GIVE LOCAL

Giving a little more this holiday season

The holiday season is a time of giving. The generosity on display during the holiday season may not have an official start date, but the first Tuesday after Thanksgiving Day may be the unofficial beginning of the giving season.

The first Tuesday following American Thanksgiving has been referred to as "Giving Tuesday" since 2012. The event was started by the 92nd Street Y in New York City, the United Nations Foundation and the technology website Mashable as a response to the commercialization of the holiday season and the rampant consumerism that seems to start as soon as the last bite of turkey is digested. Today, Giving Tuesday harnesses the generosity of millions

of people around the world and helps millions of dollars to find its way into the coffers of organizations that need it most. Giving Tuesday inspires people to volunteer or give back to causes that are near and dear to their hearts.

Thanks to technology, giving has the capacity to go viral and inspire others to engage in their own charitable efforts. Since its inception, Giving Tuesday has evolved. The event now underscores how communities can harness the power of people working

together to elicit great change.

Even though Giving Tuesday may be the catalyst for charitable efforts, it doesn't need to end there. People are urged to be generous all year long, including throughout the holiday season. Here are some seasonally specific ways to give back a little more.

- Pay it forward by treating someone behind you in the checkout line to coffee, fast food, a candy bar, or whatever else suits you at the time. Perhaps he or she will do the same and

keep the generosity going.

- Keep extra dollars in your pocket and be generous to charities seeking donations outside of stores. A cup of coffee or hot chocolate goes a long way toward warming up the people manning the collection pots as well.

- Adopt a family who is less fortunate and purchase some gifts on their wish list. Many community centers and churches have contacts for needy families who could use some support this season.

Giving can be the focus of the holiday season, and in ways that are meaningful to the people on the receiving end of the generosity.



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SHOP LOCAL - ALL YEAR LONG

Shop Local Year Round

Sure, Christmas is a great time to shower your loved ones with locally bought gifts. But what about the other major holidays throughout the year?

Extend your yuletide joy to Mother's Day, Father's Day, birthdays and anniversaries for maximum impact on your local community and business owners.

Your effort in doing so may make more of a difference than you realize. A recent collaborative study by the Small Business Administration, United States Department of Labor and other major organizations found that small businesses employ about 77 million Americans and account for 65 percent of all new jobs over the past 17 years.

So by spending your money locally, you are helping keep your friends and neighbors employed during the holiday season and beyond!

- Independent retailers return more than three times as much money per dollar of sales than chain competitors. Independent restaurants return more than two times as much money per dollar of sales than national restaurant chains.
- If independent businesses regained their 1990 market shares, it would create 200,000 new small businesses, generate nearly \$300 billion in revenues and employ more than 1.6 million American workers.



Small Town
CHRISTMAS

Saturday, November 30

All Day **MERCHANT SPECIALS**

3 pm **Scavenger Hunt Sign-up, Courthouse**

4 pm **Scavenger Hunt begins**

4-8 pm **Santa's Playhouse, 321 Kearney Crafts & Games**

5 pm **Santa Claus @ Courthouse**

6 pm **Courthouse Lighting**

4-9 pm **Food Trucks/Vendors, 100 W. Third Merchant Booths, 200 S. Kearney Carriage Rides, Live Music, & More!**



Big News For You!

We are planning a HUGE Christmas night for y'all!

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We look forward to seeing you!

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Visit ClarendonTX.com/Christmas for a list of participating merchants!



Get your 2024 Clarendon Christmas Sweatshirt
Saturday, Nov. 30, at our Small Town Christmas booth downtown or come by the Visitor Center!



SHOP LOCAL - GIVE BACK LOCAL

How helping others helps you

Personal growth is at the heart of many New Year's resolutions. Few paths to positive personal growth are more noble than resolving to help others through increased acts of generosity and kindness.

According to Psychology Today, doing good for others, no matter how big or small the deed, feels good but also provides reciprocal benefits. The link between volunteering and lower rates of depression has been well-documented, and there is neural evidence from MRI studies suggesting a link between being generous and signs of happiness in the brain.

The following are several ways to improve oneself by being more mindful of others.

- Be aware of social issues. Read THE CLARENDON ENTERPRISE to stay up-to-date on the pulse of your community. Educate yourself about current issues that are affecting people from all walks of life. Understanding the needs or plights of others may boost your willingness to get involved with nonprofit

organizations. It also may make you more empathetic and compassionate toward other people.

- Volunteer at a charity. Find a charitable group with which you can volunteer your time. This is a great way to support a cause you believe in and makes it possible for you to collaborate with others who are like-minded, potentially helping you make new friends.

- Help someone you know. It's commendable to want to assist a charity or a global cause, but what about people close to you who may need a boost? Whether you're lugging boxes to help a friend move or babysitting a niece or nephew so their parents can enjoy a much-needed night out, when you help someone, those good deeds will return to you in time.

When making resolutions, people should consider goals that involve helping others. While this assistance can benefit the people who are on the receiving end of the care and attention, those who are giving of themselves also reap considerable rewards.



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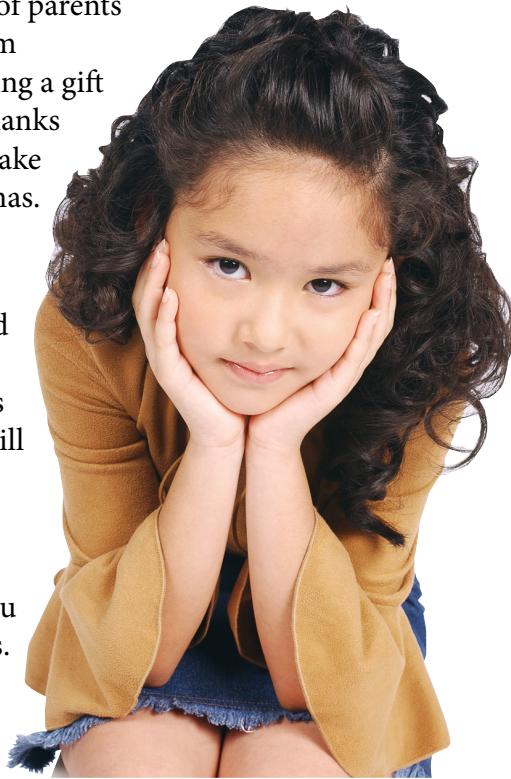
SHOP LOCAL - KIDS IN NEED

Visit The Angel Tree

The economic circumstance of parents shouldn't keep children from experiencing the joy of having a gift to open on Christmas morning. Thanks to a local program, you can help make sure every kid has a Merry Christmas.

Angel Tree applications are currently available at the Burton Memorial Library. Kids ages 12 and under, who might not otherwise have Christmas, are eligible for this program. The application period will close December 2, 2024.

Angels are on the tree now and available for adoption. Go by the Library and select an Angel that you can provide a gift to this Christmas. Gifts are due back at the Library by December 16. For more information, contact the Library at 806-874-3685.



Saints' Roost Museum Christmas Party

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LOOKING FOR TRUE Christmas Spirit?

Shop Clarendon.

This holiday season, try something different. Forget the crowded malls and chain stores and the facelessness of the online world. Shop Clarendon instead. You'll find unique gifts in beautifully decorated shops and merchants who really want to help you find that perfect gift for that special someone.

By supporting small businesses in our county, you're doing your part to help build a stronger local economy and community. So keep your hard-earned dollars at home this holiday season, and shop locally for the best value!

Your local merchants and the Chamber of Commerce invite you to experience the difference shopping your home town makes this Christmas.



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NOVEMBER 29 & 30

SMALL BUSINESS FRIDAY & SATURDAY



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