MAKE THE HOLIDAYS SPECIAL. MAKE THEM LOCAL.

By Marcie Mack, Ed.D., Executive Director, Enid Regional Development Alliance

The holiday season has a way of sneaking up on us. One day we are enjoying fall, and the next we are pulling out decorations, organizing family gatherings and planning everything from holiday meals and festive outfits to thoughtful gifts.

This year, start your preparations close to home. Enid's local merchants offer opportunities to find something thoughtful, create something personal and make the season special while supporting the community we share.







Shopping local begins long before the gifts are given. It might mean finding a welcoming wreath for your front door, choosing decorations for your table or picking up a festive outfit for a gathering. It could be ordering treats for the office, flowers for a host or a special addition to a family meal. Each purchase is an opportunity to turn a tradition into support for a local business.

As you plan your holiday shopping, make room for local stops.

When it comes to gifts, explore a store you have never visited. Consider a custom-designed item, a piece of local artwork, something personalized or a gift that reflects the recipient's favorite hobby. Merchants across Enid and Garfield County offer a wide variety of choices to fit different interests, styles and budgets. Shop early, especially for personalized gifts and custom orders, to give local merchants time to prepare something special.

For those who are difficult to shop for, gift cards offer flexibility while keeping your purchase local. A favorite restaurant, boutique, salon or other local business can provide something to enjoy well beyond the giving season.

Businesses can join in, too. Employee appreciation gifts, customer thank-you packages and holiday celebrations create opportunities to work with local merchants. Before placing a large order, ask what a local business can put together. You may discover a creative option that also introduces others to something Enid has to offer.

The holidays are about connection, generosity and making people feel valued. Shopping local puts those same values to work right here at home.

At the Enid Regional Development Alliance, supporting existing businesses is central to our work. Local merchants are part of the economic foundation of our community. They create jobs, invest in their businesses and contribute to the places and experiences that make





Enid a community people want to call home. Their success matters throughout the year, and the holiday season gives each of us a great reminder of a direct way to support it.

As you plan your holiday shopping, make room for local stops. Invite a friend, enjoy lunch and turn a shopping trip into an afternoon together. Visit businesses downtown and throughout Enid. You may find exactly what you were looking for—or something unexpected that turns out to be just right.

The holidays are about connection, generosity and making people feel valued. Shopping local puts those same values to work right here at home. This season, let your gifts celebrate the people you love and the community you love, too.

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