

THE BOTTOM LINE



December 2023



Why Shopping Local Matters More Than Ever This Holiday Season

With this holiday season upon us, many business owners are working through what is traditionally the busiest time of their year. And this year, it's more important than ever to encourage customers to shop local.

Shopping local isn't just about supporting our favorite neighborhood shops and restaurants. It's about investing in the health and vitality of our entire community. Here are just a few of the reasons why shopping local is so crucial to the local business economy:

1. **Local businesses reinvest in the community.** Studies show that local businesses reinvest a much higher percentage of their profits back into the community compared to large corporations. This means that when we shop local, our money is more likely to stay in our community, circulating and supporting other local businesses. This can lead to a multiplier effect, creating more jobs and boosting the local economy.
2. **Local businesses create jobs.** Small businesses are the backbone of the American economy, employing millions of people across the country. When we shop local, we're helping to create jobs for our neighbors and friends.

3. **Local businesses keep your community unique.** Local businesses offer a unique and diverse selection of goods and services that we won't find anywhere else. They add to the character and charm of our community, making it a more vibrant and interesting place to live.
4. **Local businesses offer personalized service.** When we shop at a local business, we can expect to receive personalized service. The owners and employees of local businesses are passionate about what they do and take pride in providing excellent customer service.
5. **Local businesses are environmentally friendly.** Local businesses are often more environmentally friendly than large corporations. They are more likely to source their products and services locally, which reduces their carbon footprint. They are also more likely to be involved in community initiatives that promote sustainability.

Here are some ways you can encourage your customers to shop local all year long:

- Offer special promotions and discounts for local customers.
- Hold events that showcase local businesses.
- Partner with other local businesses to offer coordinated promotions.
- Promote your business on social media and other online platforms.
- Get involved in your local community.

By working together, we can make a big difference in supporting our local businesses and ensuring the continued economic health and vitality of the County.

In the News...

Los Alamos Business Accelerator

Restaurants and retail businesses this is for you! Geared toward helping new entrepreneurs get their start in Los Alamos County. Cohort begins in January 2024.

Visit <https://www.losalamosmainstreet.com/business-accelerator>.

Entrepreneur Ski Lift Pitch

Entrepreneurs and investors are all too familiar with a typical elevator pitch. We think New Mexico is known more for its elevations than its elevators. Ski Lift Pitch brings New Mexico's best startups and world-class VC funds together for a special event. [Ski Lift Pitch](#), is an opportunity like no other. We invite startups that are investment ready (pre-seed or seed stage) to apply for this event.

Business Resources

Business License Portal in online. GREAT NEWS! You can now apply for a **new** business license or **renew** a license on our [Self Service Portal](#). For more information, contact Andrea Fresquez 505-662-8349 or andrea.fresquez@lacnm.us.



Business Navigation Help. Starting a new business? We recommend reaching out to our office with your questions before signing a lease. We will guide you through the process of what will be required for licensing and permits. If you are opening a restaurant or childcare facility we highly recommend contacting us for a *pre-application* meeting to discuss what will be required. Contact Janice Krish at 505-662-8116 or janice.krish@lacnm.us.

Economic Development in Los Alamos County. The annual [Los Community Vitality Update](#) is the community's economic development progress report covering housing, broadband and business development updates.

Business Resource Directory. Are you an entrepreneur or thinking about starting a business in Los Alamos County? This [directory](#) will point you to key contacts, technical and funding resources!

Chamber Podcast. The Los Alamos Chamber of Commerce has a podcast with topics concerning small businesses and economic development. Give them a listen on [Spotify](#), [Apple](#), or [Google](#).



Events

Santa flies into Los Alamos Airport!

Every year Santa needs a break before his journey around the world and this year, he chose to fly to Los Alamos. According to the message we received from the North Pole, he has requested a local pilot to pick him up and bring him in for a quick visit! Sunday, December 17, 2-4 pm.



Los Alamos Ambassador Program

Seeking a community of helpers that is welcoming to all people! For more information contact, Melanie Pena at melanie@losalamos.org or 505-661-4836.

Award Winning
Los Alamos
Ambassador Program

Become a Los Alamos Ambassador for Free!



Creating a knowledgeable welcoming group
of ambassadors to effectively promote
Los Alamos and White Rock
businesses and activities
to tourists, visitors, and local residents.
Become a Los Alamos Ambassador today!



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Additional content contributors include: Los Alamos Commerce and Development Corporation (LACDC), which includes the Los Alamos Chamber of Commerce and Los Alamos MainStreet, and the Small Business Development Center (SBDC).



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