

December 2009



Main Street Beat

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Committee schedule

SILVER CITY *Boutique*

is now open

**115 S. Broadway
Sterling, KS
204-0861**

**Hours: Tuesday-Friday 12:00-6:00
Saturday 9:00-2:00**

Silver City Boutique opened on Tuesday in downtown Sterling just in time for Christmas. Visit Silver City to finish shopping for Christmas (or just for yourself). Women's clothing, jewelry, handbags, scarves, and much more. Gift certificates are also available. Come in and fill out your wish list and we will contact your "Santa".



Want exclusive notification of upcoming events??

**Economic
Restructuring**
2nd Tuesday- 5:30pm

Design
1st Thursday
12:00pm

Promotion
2nd Wednesday
12:00pm

Organization
2nd Friday
12:30pm

Board
2nd Thursday
12:00pm

Join Our Mailing List!

Join the Silver City Boutique e-mail list
christi@silvercityboutique.com
OR become a fan on [Facebook](#)

Five Reasons to Shop Locally This Holiday Season

No other season reflects the power of the dollar quite so clearly as the holidays. From groceries to gifts, many retailers count on holiday sales for as much as 40% of their annual revenue. Where you choose to do your shopping makes a big difference.

Why support local Sterling businesses this holiday season? It's good for you, and it's good for the economy. Here are five simple reasons why making a [10 percent shift](#) in your spending can have a big impact:

- 1. Buying locally actually adds value to your dollars** by keeping them circulating locally in the community and creating up to 75% more tax revenue for the neighborhood.
- 2. Shopping locally is more enjoyable.** Why choose the frenzied crowds and "one size fits all" treatment at malls when you can enjoy personalized attention from a local merchant who actually cares about their customers?
- 3. Patronizing local businesses helps maintain jobs in the area,** and protects consumer choice and competitive pricing.
- 4. Staying close to home saves time, gas and parking headaches,** and reduces your carbon footprint.
- 5. Small businesses invest in their communities.** When you shop locally, you're helping the community groups, youth athletic teams, churches and schools that the business supports. Isn't this part of the spirit - of giving and thanksgiving - that comes with the season?

2009 Old Fashioned Christmas Festival

Congratulations! Shirley Baxter was the winner of \$100 in Main Street Bucks during the Super Shopper Sweepstakes. Participants received 1 ticket to enter for every \$10 they spent downtown.



Have a great month!

Christi Gilmore

Executive Director
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