### Lake City Reporter

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**Section C** 

## Small shops seek seasonal surge

### Local businesses offer deals to compete with national chains.

#### **By KAYLA LOKEINSKY**

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guys.

es are offering doorbuster the year." deals on Black Friday and Small Business Saturday — anticipating a big Black Nov. 24 and 25 — encourag- Friday crowd is Chastain ing residents to shop local Jewelers. Located in the rather than spend their Lake City Mall, Chastain money at big chain stores. Jewelers is offering exclu-

the flashy sales offered by including buy-two-get-one corporate businesses, but free Pandora items and many locally-owned stores some surprise Black Friday are offering bargains to deals. bring in customers on one of the biggest shopping encourages shoppers to days of the year. Many hope buy jewelry from a localthese sales will continue to ly-owned business. bring in locals looking to support a Lake City-based ness that's been around for business.

Mattresses started marking said. down prices with a two-day, turnout according to Hunter Mabile, general manager

of Morrell's on Deputy J. Davis Lane in Lake City.

"It's ridiculous," Mabile Small Business Saturday said. "We have people waitis a day to help the little ing every Black Friday outside the doors before we Many Lake City business- open. It's the busiest day of

Another local business It's hard to compete with sive sales for the holiday,

Manager Linda Dowling

"Supporting a small busi-20 years is really important Morrell's Furniture & to the community," Dowling

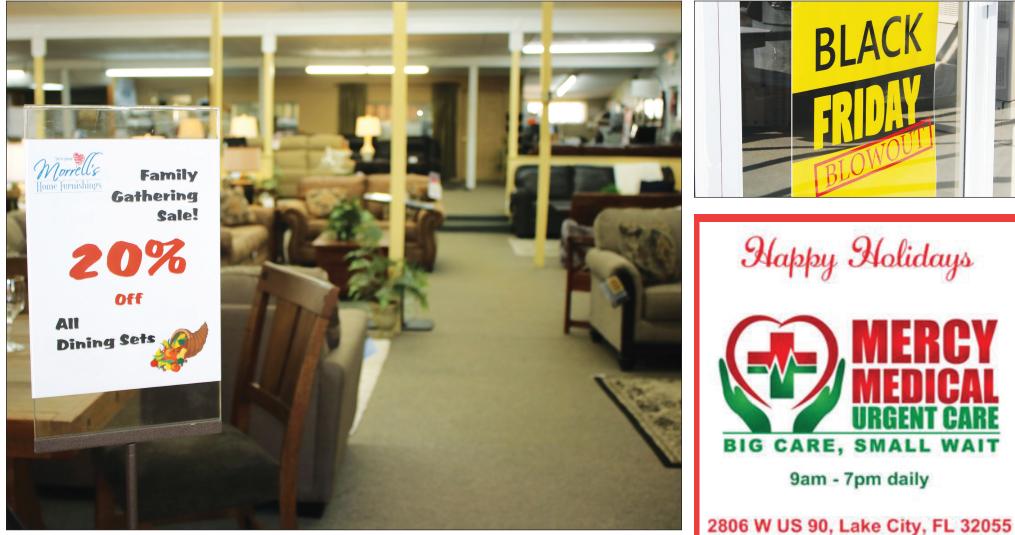
Dowling says many pre-Black Friday sale this department or chain jewelpast Friday and Saturday, ry stores get the same cookoffering major discounts ie-cutter items that people throughout the store with can find anywhere. As the items up to 50 percent off. buyer for Chastain Jewelers always results in a large every item is unique and

Their Black Friday sale she tries to make sure that Southern Sisters Boutique & Embroidery owners Kayley Nobles (left) and Kristen Dasher pose in their shop in downtown Lake City. Their store is just one of the many small businesses offering Black Friday sales on Friday, Nov. 24. Southern Sisters Boutique & Embroidery will be offering sales throughout the entire day, including **SHOPS** *continued on 6C* 15 percent off a total purchase from 9 to 11 a.m.









Photos by KAYLA LOKEINSKY/Lake City Reporter

Morrell's Furniture & Mattresses is just one of the many locally-owned businesses in Lake City offering deals for Black Friday. One of their Black Friday specials is 20 percent off all dining sets.

## **SHOPS**

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#### high-quality.

"You'll get a lot more variety here," Dowling said.

While some local businesses have been dealing with the Black Friday crowds for years, others are just learning how to navigate the holiday as a small business.

Southern Sisters Boutique & Embroidery owner Kayley Nobles said the store was better able to anticipate the number of shoppers this year after experiencing the store's first Black Friday last year.

"Last year was our first Black Friday and we didn't really know what to expect," Nobles said. "We were really underprepared. When Black Friday was over we barely had anything left in the store."

Southern Sisters Boutique & Embroidery is offering 15 percent off a total purchase from 9 to 11 a.m. Friday, 10 percent off from 11 a.m. to 2 p.m. and 5 percent off from 2 to 5 p.m. "This year we're much more prepared," Nobles said. "The earlier you come the better." Shopping at a small business has more of a fiscal impact on the community than shopping at a chain or large business. According the to American Independent Business Alliance, on average, 48 percent of each purchase at local, independent businesses is recirculated locally, compared to less than 14 percent of purchases at chain stores. "The mom and pop businesses, the small businesses, are the ones that make a lasting impact on our community," Lake City-Columbia County Chamber of Commerce Executive Director Dennille Decker said. "Everything we invest in them they invest back into the community."



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