

Four Ways to Spend Your Money at Home

The COVID-19 pandemic has affected us all, including local businesses. The good news is you can help make a difference. Here are four ways to support your local favourites.

1. Takeout or order in from local restaurants

With apps like Skip the Dishes, DoorDash and Uber Eats, it's easy to order food online. Or call your local restaurant and pick-up or order delivery (if they offer it) directly from them: it saves them the cost of dealing with a third-party service.

2. Ask yourself, "Can I buy that in town?"

If the product you're buying on Amazon is available at a local store, try shopping there instead. Purchasing at local bookstores, jewelry shops, bakeries, craft companies and toy stores puts money back into the local economy instead of somewhere else.

3. Leave positive reviews online

With more and more people reading reviews before purchasing, it's important to write positive reviews online. A positive review can increase someone's likelihood of shopping there and increase the shop's online ranking. An increased online ranking gives the shop a better chance of being one of the first search results you see on Google.

4. Tell your friends and family

Spread the word about local shops to the people who value your opinion most. Did you have a great meal at a local restaurant? Let someone know. Did a store owner go above and beyond? Encourage people to shop there.

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