

Newsletter



We made it through Small Business Saturday, and we hope it was a great one for you. But guess what? The holiday season shifts into high gear from now on. Foot traffic gets wild, inboxes overflow, and your customers are juggling a million decisions at once. They're feeling the pinch of not having enough time.

In the middle of all that zaniness, your biggest advantage as a small business is the experience you create and the connection you keep. People want to support local. They just need reminders that you're here, you're human, and you're worth choosing.

Here are simple, sustainable ways to stay engaged all month long without adding stress to your plate.

Show the "Real Life" Moments Behind the Scenes

People love feeling like they're part of the process. A quick photo of your team wrapping orders, prepping inventory, or laughing their way through a busy day makes your business feel warm and relatable. No polish required. A little authenticity builds a lot of loyalty.

Use Countdowns That Build Excitement

You don't have to be a big-box brand to create anticipation. Try a countdown to shipping deadlines, holiday bundles, in-store specials, or even a "12 days of local shopping" series. It keeps you top-of-mind and gives your audience a reason to come back tomorrow.

Spotlight the Customers Who Keep You Going

Feature a shopper of the week, share a heartwarming review, or highlight a longtime supporter. Even better, ask customers to tag you so you can repost. These little spotlights do two things: they show gratitude and they hint to others that they could be featured next. You don't have to be in retail to participate in this for the holidays. One veterinarian decided to post a picture of the "Pet of the Month" in the lobby and now all their clients want to know how they can get their pet featured.

Say a Genuine Thank You—And Say it Often

In the holiday rush, people crave sincerity. A quick post thanking your community for shopping local makes a bigger impact than you think. Gratitude reminds people they're participating in something meaningful, not just making a purchase. When people buy from you, don't just thank them. Go a step further and tell them why it means so much to you. A couple of extra words can make them feel like hometown heroes.

Additionally, if you had someone who just bought a lot from you (or someone who buys on a regular basis), send a handwritten card offering a discount. It doesn't even have to be large (or it could be based on another purchase, like a "buy one, get X% off the second one"). It's much easier to get a past customer to buy again than a new customer.

Repurpose Your Content Across Platforms

You don't have to reinvent anything. A behind-the-scenes video becomes a Reel, which becomes three photos for Facebook and a carousel post, which becomes a still image for your Google Business profile. A customer spotlight or Google review can double as a testimonial on your website. Make your content work harder for you.

Share Small, Helpful Reminders

Post your hours, gift ideas, top sellers, or last-minute stocking stuffers. Highlight easy wins like “order online, pick up in store,” or “gift cards available.” These practical posts reduce friction and help customers make quick decisions.

Ever wonder why candy is right next to every cash register? It’s an easy impulse buy. When you make suggestions or bundle products for ease and value, it helps your customers take quick action. After all, as much as we all love the holidays, they’re a lot of work and any help we can get from others to lessen decision fatigue makes our lives easier.

Lean into Community Connection

When you’re local, you have something bigger than any national chain: roots. Celebrate other small businesses, share local events, or partner with a neighbor for a cross-promo. Customers love seeing small businesses support one another.

Spur on Impulse Buys

There are some things people always need more of during the holidays. If you operate that sort of business, consider a “secret” bonus offer that is revealed at the register and they have only minutes to decide. This worked well at a winery. When customers purchased one or more bottles, they had the opportunity to buy additional bottles in that transaction for 20% off. It was a great way to incentivize people to make a quick decision on something they knew they would use (or could give as gifts or hostess presents).

Close With Consistency, Not Perfection

You don’t need a massive campaign to stay connected this month. You just need regular touchpoints that feel personal and true to who you are. Show up consistently, give people something to smile about, and remind your audience why shopping small matters—not just on Small Business Saturday, but every day this season and beyond.

If you keep customers feeling included, appreciated, and excited, you won’t just ride out the holiday craziness. You’ll turn this month into momentum for the new year.



Our Hometown Holidays each year are planned to spread a little holiday cheer in our community!

We are grateful to all of our members who help make that a reality.

Thank you to all of our members who helped make our Hometown Holidays a wonderful time for Wellsville!

Schedule of Events

November 29th - Shop Small/Shop Local Saturday

- Santa Parade - 4:30pm - Main St.
- Jingle and Glow Holiday Lights Display Lighting
- Jones Memorial Hospital Tree Lighting
- Fantasy of Lights Tree Lighting - To Follow- David A. Howe Library Lawn
- Hometown Holiday Fireworks Display - 6:30pm
- Library Terrace open for Fireworks Viewing

December 4th

- WDC Holiday Auction 6pm-8pm
- Registration deadline for Residential Decorating Contest

December 11th

- Santa and Mrs. Claus 1K

December 12th to 17th

- Residential Christmas Decorating Judging

December 18th

- Storytime with Santa & Mrs. Claus and Cookie Contest at David A Howe Library 5:30pm-7:00pm

December 20th

- Santa Claus is Coming to Town - 1:30pm - 3:30pm - two routes around town
- Last chance for Gnome Contest Winners to pick up prizes
- Visit with Santa Claus at Chamber 4:00pm - 5:00pm

Visit our calendar of events page on our website and our Facebook page for the most recently updated schedule!



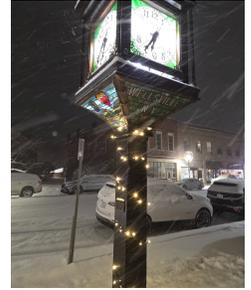
@wellsvilleareachamber



It was wonderful seeing so many people shopping local on Shop Small/Small Business Saturday! We were happy to surprise them with a few goodies!!



On a snowy, festive Thursday evening, several people joined Santa & Mrs. Claus for a 1K on Main St in Wellsville. Armed with pockets full of quarters, and accompanied by a surprise tuba player, they spread cheer downtown while putting their quarters in the parking meters, benefiting the Babcock Theater Preservation Society.



Wellsville Development Corporation



HOLIDAY WINDOW
Decorating Contest

SANTA'S WORKSHOP
Willcare
FOR CREATING A SCENE THAT DEPICTS THE MAGIC OF SANTA'S WORKSHOP!

*Awarded on December 7th, 2025
by the Wellsville Development Corporation*



HOLIDAY WINDOW
Decorating Contest

A STEP BACK IN TIME
From the Hart
FOR TAKING US FOR A WALK DOWN MEMORY LANE FULL OF HOLIDAY CHEER & NOSTALGIA!

*Awarded on December 7th, 2025
by the Wellsville Development Corporation*

Congratulations!

Wellsville Development Corporation's

HOLIDAY WINDOW *Decorating Contest*

2025 CATEGORIES INCLUDE...

- Santa's Workshop** CREATE A SCENE THAT DEPICTS THE MAGIC OF SANTA'S WORKSHOP FROM YOUR WINDOW!
- A Step Back in Time** TAKE US FOR A WALK DOWN MEMORY LANE WITH A WINDOW FULL OF HOLIDAY CHEER & NOSTALGIA!
- Colorful Christmas** CREATE A PLAYFUL SCENE FILLED WITH BOLD AND EXCITING COLORS THAT BRING THE HOLIDAYS TO LIFE!
- People's Choice** CAPTURE THE EYES AND HEARTS OF THE LOCAL COMMUNITY! ALL WILL BE INVITED TO VOTE ONLINE!

REGISTRATION DUE **NOVEMBER 24TH**

JUDGING **NOVEMBER 28TH - DECEMBER 4TH**

WINNERS ANNOUNCED **DECEMBER 6TH**



VISIT [LINKTREE/WLSVDEVELOPMENTCORP](https://www.wellsvillevillage.com/development) TO REGISTER!

This contest is for Wellsville businesses and storefronts only.



HOLIDAY WINDOW
Decorating Contest

COLORFUL CHRISTMAS
The Shop at Main
FOR CREATING A PLAYFUL SCENE FILLED WITH BOLD AND EXCITING COLORS!

*Awarded on December 7th, 2025
by the Wellsville Development Corporation*



HOLIDAY WINDOW
Decorating Contest

PEOPLE'S CHOICE
Walker & Associates Insurance
FOR CAPTURING THE EYES AND HEARTS OF THE LOCAL COMMUNITY!

*Awarded on December 7th, 2025
by the Wellsville Development Corporation*



COMMUNITY CALENDAR

Events in January 2026

Grid List Month Week Day January 2026 GO

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
6:00 PM: JINGLE & GLOW HOLIDAY LIGHTS						
4	5	6	7	8	9	10
6:00 PM: JINGLE & GLOW HOLIDAY LIGHTS						
11	12	13	14	15	16	17
18	19	20	21	22	23	24
7:00 AM: MOOSE LODGE #601 BREAKFAST						
25	26	27	28	29	30	31

Check on line for updates and additional events!

<https://wellsvilleareachamber.com/community-calendar/>

Send a flyer with your events to
msc@wellsvilleareachamber.com to be added to our
Community Calendar on our website!

(jpeg or png preferred)

Recent Ribbon Cuttings



BD's HQ



Tippy Top
Liquor & Wines



Recent Ribbon Cuttings



CORE - The Learning Center





Welcome New Members!

**Tippy Top Liquor & Wines
1523 St Rt 19S, Wellsville NY**

Gift Certificate Program

Does your company participate ? It is very easy and provides additional advertising at no cost. With over \$30,000 sold in 2024, that money goes back to our local member businesses.

You can now order Gift Certificates on our website!

Member Benefits

Hiring? We will be happy to post a flyer for you? You can also add it to our website for 30 days.

We can now add your events to our Calendar of Events on our new website! Check it out! Please send us your events.

You may even find some of yours on there already!

Schedule a month to use our display window to promote your business or event. It's prime advertising space!

Business After Hours

If you are interested in hosting your own Business After Hours, Please contact the Chamber.



Business Quote of the Month

“No matter how busy you are, you must take time to make the other person feel important.” – MARY KAY ASH

About the Chamber

Wellsville Area Chamber of Commerce

114 N Main St, Wellsville NY 14895

585-593-5080

Bruce Thomas

Executive Director

wacocexec@wellsvilleareachamber.com

Karen Kania

Membership Services Coordinator

msc@wellsvilleareachamber.com



114 N Main St
Wellsville NY 14895
585-593-5080
www.wellsvilleareachamber.com

BOARD OF DIRECTORS

PRESIDENT: **Bessie Davidson**, Community Bank

1ST VP: **Demetrios Raptis**, Texas Hot

2ND VP: **Debra Miller**, Inceptum Mental Health Counseling

TREASURER: **Ken Didion**, Retired NYSDEC

WDC LIAISON: **Carrie Redman**, The Arc Allegany Steuben

Nancy Kehl, Directions In Independent Living

Niki Gordon, David A Howe Public Library

Amy Bennett, Northern Lights Candles

Suzanne Male, Jones Memorial Hospital

Mark Finn, ID Booth

Why Become a Chamber Member?

It's NOT just who you know, it's who others know too!

Stand out as an active member in your community!



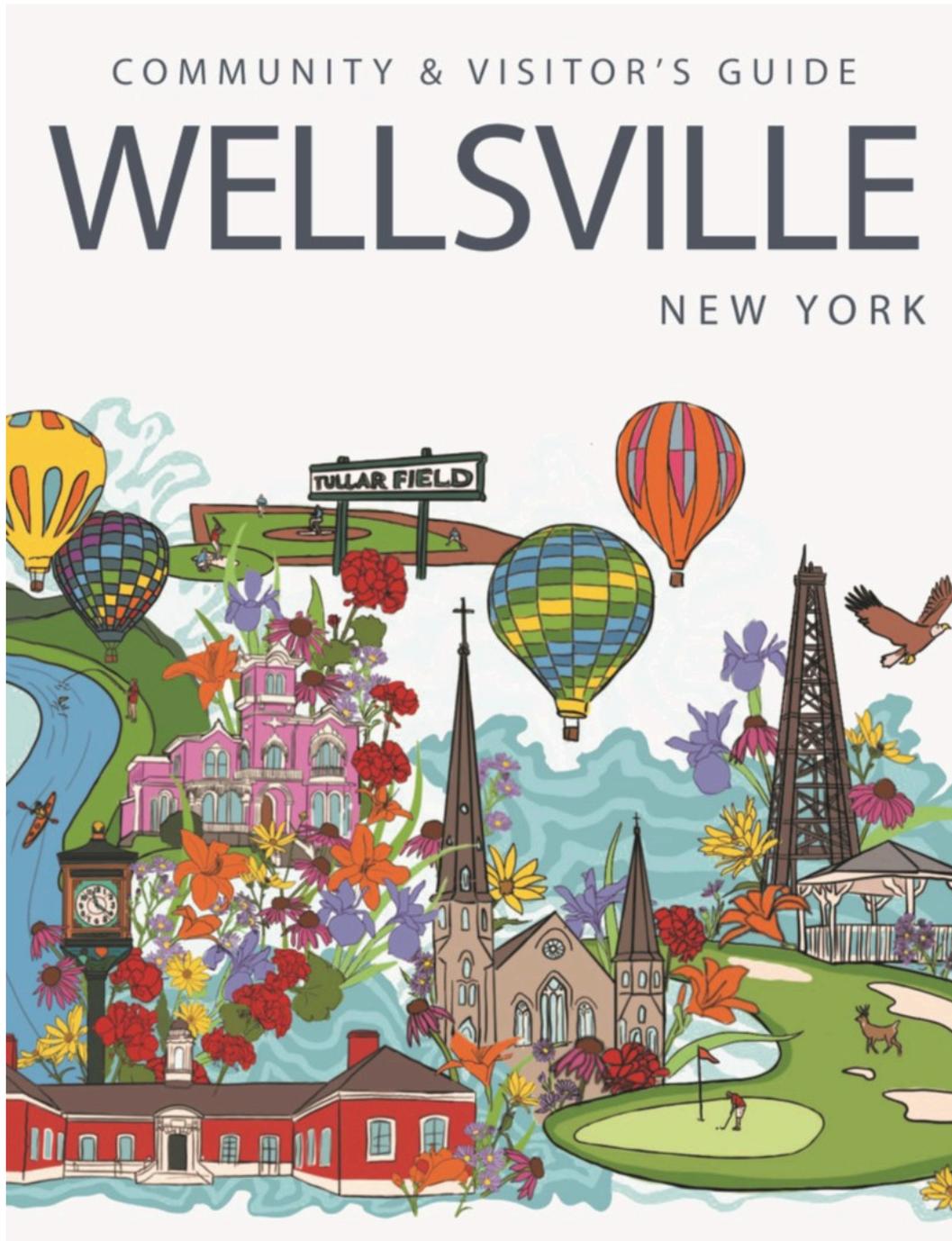
Visit us online at

www.wellsvilleareachamber.com

Scan here



Stop in for your copy!



Wellsville Community & Visitors Guide Online

Click here!
→

**Wellsville Area Chamber of Commerce 2025-2026
Community & Visitor's Guide**

emflipbooks.com