



# LOYAL 2 LOCAL

## OUR SMALL BUSINESSES

WE ALL CAN SUPPORT SMALL BUSINESSES  
IN SOMERVILLE IN SO MANY DIFFERENT WAYS!

DECEMBER 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>Shop Somerville</b>  <b>Be intentional about spending your money in Somerville.</b>	<b>01</b> Challenge friends and followers to "shop local" by sharing a photo of a recent purchase at a small business in Somerville. Tag three friends and ask them to do the same.	<b>02</b> If you have a complaint, address it privately with the business owner first. This gives them a chance to resolve the issue and can help them improve.	<b>03</b> <b>Eat Out on East</b>  <b>Let's meet on Wednesdays to support East Somerville local businesses!</b>	<b>04</b> If you can't shop in person, buying a gift card provides immediate financial support and ensures you'll visit the business later.	<b>05</b> Check the event listings on the websites of our local business partners: East Somerville and Union Square Main Streets & Chamber of Commerce	<b>06</b> <b>Davis Square Holidate</b>  <b>Businesses around Davis Square</b>
<b>07</b> <b>The Union Square Jingle: Shop, Sip, and Mingle</b>  <b>1pm - 6 pm</b> <b>Businesses around Union Square</b>	<b>08</b> When possible, paying with cash helps small businesses avoid credit card processing fees, and allows them to keep more of their profits.	<b>09</b> Follow Somerville businesses on social media, like their posts, and share their content with your own followers.	<b>10</b> <b>Eat Out on East</b>  <b>Let's meet on Wednesdays to support East Somerville local businesses!</b>	<b>11</b> Simply liking or leaving a thoughtful comment on a business's social media post can help increase their visibility in algorithms.	<b>12</b> Show up to local markets, festivals, and other community events where small businesses showcase their products	<b>13</b> <b>Arts at the Armory Saturdays</b>  Visit the local vendors at the Winter Farmers Market. <b>9:30 am -1:30 pm</b>
<b>14</b> Kind words and encouragement to small business owners and their employees goes a long way, especially during challenging times	<b>15</b> Subscribe to your local Main Streets or the Chamber of Commerce's newsletters. Sign up for a business' email list to stay updated on their latest news and promotions.	<b>16</b> Write positive reviews online to help small businesses gain visibility and build credibility.	<b>17</b> <b>Eat Out on East</b>  <b>Let's meet on Wednesdays to support East Somerville local businesses!</b>	<b>18</b> Purchase merchandise: If a business sells branded merchandise, buying it helps support them and also acts as a form of free advertising.	<b>19</b> Brighten someone's day and celebrate a local business. Pay for the coffee of the person in line behind you or send a friend lunch from a locally owned restaurant.	<b>20</b> <b>Arts at the Armory Saturdays</b>  Visit the local vendors at the Winter Farmers Market. <b>9:30 am -1:30 pm</b>
<b>21</b> <b>Somerville Flea Holiday Market</b>  <b>10 am- 4 pm</b> <b>Armory in Somerville</b>	<b>22</b> The next time you need a haircut, home repair, or car service, Choose local service providers instead of a large chain.	<b>23</b> Tip generously. For service-based businesses, a larger-than-average tip is an easy way to show appreciation for their work	<b>24</b> <b>Last minute shopping ?</b>  <b>Be intentional about spending your money in Somerville.</b>	<b>25</b> Consider making a tax-deductible donation to help our Main Streets continue their important work on supporting local businesses. Check out their websites!	<b>26</b> <b>Stay loyal 2 local</b>  For the rest of the month, put into practice the tips you haven't had a chance to follow. Small businesses in Somerville need our support.	<b>27</b> <b>Arts at the Armory Saturdays</b>  Visit the local vendors at the Winter Farmers Market. <b>9:30 am -1:30 pm</b>

Shopping locally in Somerville offers many benefits:

- When you support local businesses, you're investing directly in your community.
- Every purchase helps keep money circulating within the local economy.
- That money goes back into the community through wages, local taxes, and the purchase of goods and services from other nearby businesses.

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