

GEORGETOWN • ACTON

THURSDAY  
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## 'IT'S MAKE OR BREAK THIS SEASON'

SMALL BUSINESSES  
FIGHTING FOR SURVIVAL  
THIS CHRISTMAS

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After an incredibly tough year that saw some restaurants and stores close their doors for good, local small businesses are relying on residents more than ever to shop locally this pandemic holiday season.

From retail stores to eateries to home-based businesses, these entrepreneurs across Halton Hills hope that the community will look close to home for unique Christmas gift options.

"The 12 weeks leading up to Christmas account for a third of annual sales for most small businesses," said Melanie Frazer, Halton Hills Chamber of Commerce general manager. "They rely on that generosity of the season and people doing their shopping for gifts."

With retailers across the province reporting a decline in holiday shoppers due to the pandemic, the Chamber is doing its part to support and promote Halton Hills businesses during what

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should be the busiest time of year.

"We're really putting the spotlight on small businesses in town, both retail and restaurants," said Frazer. "At the end of the day, the heart of our community and our economy relies on small businesses in Halton Hills. Those are the unique shops and personalities that give Halton Hills that small-town feel with lots of character. If we don't support that, it won't be here next year."

One popular Acton business that's feeling the impact of the pandemic has decided it's time to close its storefront and focus efforts online for the time being.

Artsy Phartsy owner Amanda Warden said as of Dec. 31, her lo-

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Melanie Hennessey/Metroland  
Artsy Phartsy owner Amanda Warden makes a porch delivery of holiday gift boxes. Her Acton storefront is closing due to the pandemic, but business will continue online.

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