



## **Persevering in these challenging times**

Gettysburg Strong! I feel I need to say that first and foremost after witnessing how our community has pulled together in the face of adversity. This past year has presented many challenges that we never thought we'd see in our lifetime and I wanted to recognize our strengths and successes.

Shopping has never been quite as different as it has been this year. So many stores have gone above and beyond to make sure customers experienced a safe and secure shopping experience. Just to give you an idea of some of the business initiatives that were taken (regrettably, there isn't enough room in this column to recognize everyone for all their efforts), True Friends Boutique on Baltimore St. started offering private shopping appointments for customers wishing to avoid any crowds. LeLe B's Boutique on Carlisle St offered delivery. Some businesses offered curbside and contactless pickup. Stores promoted online shopping with extra incentives. NerdHerd on York St. offered free shipping on orders over a certain dollar value. A&A Village Treasures on Chambersburg St. offered many online shopping codes for discounted savings.

Restaurants were most definitely challenged this year and their efforts are greatly applauded by all. As said before, there isn't enough room in this column to name them all, but there were so many ways our restaurants rallied and kept their lights on. Many restaurants offered some sort of outside dining, whether it be on a porch or patio. The Dobbin House and Appalachian Brewing Company, both on Steinwehr, utilized tents in their parking lots and added heaters as the weather turned colder. Takeout orders increased tenfold for many places. Gettysburg Eddie's added "Order-Pay-Park" as an option where you are able to order and pay for your food online and have them bring it to your car.

Businesses helping businesses. Wade Leedy, owner of Tommy's Pizza, created a Facebook page called "Gettysburg Takeout" where you could find out what restaurants were offering as far as services. Roger Lund, owner of The Christmas Haus (and Gettysburg Adams Chamber of Commerce's 2020 Citizen of the Year) launched an effort entitled "Adopt a Restaurant" asking people to adopt two restaurants to commit to patronizing for takeout, gift card or merchandise purchases.

Then there was YOU, the people of Gettysburg who pledged to Shop Local and Support Small Business during this critical time. Not saying that many of you didn't already, but this pandemic heightened awareness of how much our businesses and our town need you. YOU make a difference, no matter how small or large your contribution, YOU make a difference. Thank YOU all.

Continue to Shop Local and Shop Small Business in the New Year and make a difference in your community – [www.gettysburgretailmerchants.com](http://www.gettysburgretailmerchants.com)

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