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SHOPPING LOCAL? HERE ARE 14 CLUSTERS OF SMALL RETAILERS AROUND DALLAS

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Small Business Saturday was created to put local entrepreneurs in focus during the frenzy of holiday shopping.

Wall Street is watching the big box stores and big malls this weekend, but don't forget the shop around the corner.

Small Business Saturday is a seasonal promotion that independent local retailers count on to attract business during the long Black Friday weekend. American Express and the U.S. Small Business Administration coined the term in 2011 as the economy was still struggling from the Great Recession.

It has become a successful, lasting marketing program that's still benefiting entrepreneurs. Last year, Amex reported that spending by U.S. consumers at independent retailers and restaurants on Small Business Saturday was up 18% from 2020 to \$23.3 billion. That was an all-time high, besting the pre-pandemic \$19.6 billion in 2019.

Dallas-Fort Worth has an impressive list of independent merchants who were strong and inventive enough to survive during the worst of the pandemic.

Here are a dozen clusters of locally owned shops around the Dallas area:

Preston Royal Village: It has housed many local shops since the two northern corners of Preston and Royal were first developed in 1958. Here you'll find Ken's Man's Shop — a Dallas mainstay since 1964 founded by Ken Helfman and now owned and operated by his son Kory Helfman — Toy Maven, Roam Hoam and **Eatzi's Market and Bakery**. Austin-based Tyler's is worth checking out for casual living and outdoor vacation apparel.