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## Local businesses target your dollars in lagging economy

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By Shayla Reaves - [bio](#) | [email](#)

Posted by Charles Gazaway - [email](#)

LOUISVILLE, KY (WAVE) - People need to eat and with so many options for where to go Paul's Fruit Market is targeting your dollars.

"We're doing a flyer in the Courier-Journal that's being distributed in certain zip codes," said Mary Hartman, a member of the company's business office.

This is just one way small companies are trying to get your cash. They are pushing hard to compete with larger retail chains, doing research, providing discounts and adding convenience for customers. The Light Touch Spa on Clover Lane extended hours, dropped prices and created a whole new cosmetic line. Wild and Woolly Video, a movie rental store on Bardstown Road, started a partnership with Heine Brothers Coffee to grow both businesses.

"You can drop off videos at any Heine Brothers location so that helps Wild and Woolly which is competing against Netflix and Blockbuster," said Summer Auerbach, board member and volunteer coordinator for the Louisville Independent Business Alliance (LIBA). "Then Heine Brothers is now bringing additional traffic into their store."

Auerbach helped launch LIBA about four years ago and it represents about 180 businesses including her own, Rainbow Blossom Natural Food Markets. She said the economy finds more members putting their money together to stretch their advertising budgets.

"What we try to do is promote local businesses as a whole to kind of advertise for all businesses," Auerbach said.

In addition, LIBA members organized a "Buy Local First" awareness campaign to encourage shoppers to keep their dollars at home. The campaign comes at a time when consumers are not the only ones working to make the most of their money.

"I think you need to spend more when things are tight because people are looking more," said Hartman. "When business is good it's good, you don't need to advertise because the people are coming."

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Mary Hartman, Paul's Fruit Market



Summer Auerbach, Rainbow Blossom Natural Food Markets



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