

Visit Mom and Pop Businesses When Traveling It Makes a Big Impact on Local Communities

New “Boerne Strong” Campaign Touts Benefits of Buying Locally

BOERNE, Texas October 23, 2020 When planning a “daycation” or weekend away, including stops at locally-owned businesses can make a big impact on small towns—and the visitors who support them. In cities like Boerne, Texas, where about 80% of the shops, restaurants and breweries are considered “mom and pops,” that extra effort to support a small business helps perpetuate the very reason it’s a fabulous destination for visitors—they offer hospitality and personalized service the bigger chain stores just can’t replicate. In other words, shopping small means benefits for business owners, shoppers and diners alike.

With this in mind, the City of Boerne, The Greater Boerne Chamber of Commerce, Boerne’s Retail & Restaurant Owners Association (R&ROA) and The Boerne Kendall County Economic Development Corporation are working together to attract visitors and promote shopping local through its new “Boerne Strong” campaign.

The new initiative aims to highlight and draw visitors to Boerne’s independent businesses throughout the city, including the Hill Country Mile, Boerne’s historic and thriving downtown area that features a walkable strip of independently owned boutiques, restaurants, galleries, hotels and breweries.

“Everyone hears ‘buy local’ often, especially during the pandemic, and we want people to know it’s more than just a catch phrase. Not only does shopping local support Texas families and communities, but it’s our passion to make personal connections with our guests and offer service and products they won’t find anywhere else,” said Reagan Harris, who chairs the Boerne R&ROA and owns a local boutique.

And Boerne offers much more than just shopping and dining. Just off the Hill Country Mile are beautiful paved trails, fishing along Cibolo Creek and public art displays throughout the area. Just west of downtown, Boerne Lake offers paddle boarding, picnic areas and a place to cool off.

As the holidays approach, the Hill Country Mile will be beautifully decorated and covered in festive lights for the Christmas season, making the perfect small-town picturesque venue to shop, dine and spend time with family.

“The biggest thing we want to share is that Boerne is a great place for an afternoon or a whole weekend of exploring,” Harris said. “We have so many new and unique, boutiques and dining options that range from fine to casual, and the service and hospitality we provide is unmatched. If you haven’t visited Boerne in a while, now is the perfect time.”

To learn more about everything happening in downtown Boerne and beyond, visit [visitboerne.org](https://www.visitboerne.org) and [hillcountrymile.com](https://www.hillcountrymile.com), and follow along on Facebook and Instagram.