ANDTHE WINNERS ARE... READERS' CHOICE Announcing this year's official Readers' Choice Winners!



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We are so grateful for everyone who voted for us in the Arnprior Reader's Choice Awards.

PLATINUM



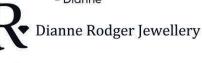
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"I am completely honoured by this award. I'm so touched to have so much love and support in this awesome community". - Dianne



READERS' CHOICE 2021 PLATINUM WINNER Chrönicle-Guide READERS' CHOICE AWARDS 20000000 Advertising feature

Congratulations to all the Readers' Choice Award winners!

Community connections are key to recovery for local businesses

For local businesses facing closures, layoffs and regulatory obstacles during COVID-19, connecting with the local community may be an essential tool for rebuilding.

According to a recent survey, during the pandemic nearly 80 per cent of Canadians polled saw the value of local businesses in their community.

Christopher Doyle, Canada's managing director of Nextdoor, an app that connects you with the people and businesses in your neighbourhood, says that during the height of the pandemic they saw a 15 times increase in conversa-



tion about small businesses on the platform.

"Local businesses are the backbone of strong neighbourhoods," he shares. "Across the country, we've seen that people are looking for ways to support local companies during this time. They are rooting for

See COMMUNITY, page 11







Community connections are key to recovery for local businesses

Continued from page 10

them to survive." For local businesses looking to tap into their communities, digital tools are a safe and simple place to start. Here are a few things to consider:

1. Communicate often. Keep your community in the loop of what's happening at your business. From new offerings to enhanced protocols that keep customers safe, keeping your neighbours aware of what you're up to will help keep your business top of mind.

2. Focus on local. Use a tool that will help you connect with the people who



live, eat and shop in your community. For example, Nextdoor offers free features for local businesses that enable them to share important updates directly with their neighbours and even reward them with local deals. Companies can also post directly into the newsfeed, allowing them to reach customers without having to build a following like you do on other platforms.

3. Don't be afraid to try new things. It's easy to say, but the world is changing fast. Trying new ways to deliver your services will help keep you relevant and stand out among the competition. While it may not feel like it, this is the time to take risks and innovate. - News Canada

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Chronicle-Guide Readers' Choice Award winners! Advertising feature Shopping locally is now more crucial than ever

The importance of shopping locally has been emphasized with increasing urgency in recent years. Events like Small Business Saturday and Plaid Friday have brought some much-needed attention to the importance of shopping local, which is even more crucial now as so many small businesses try to survive the pandemic.

A poll from the trade group the National Federation of Independent Business reported that about half of all the businesses in the survey reported a 25 percent drop in sales since the outbreak of the COVID-19 virus, and roughly one in five businesses have seen sales decline by more than 50 percent. If the economic climate does not radically improve, 20 percent of small businesses won't survive.

Congratulations to all the

In addition, small businesses generate tax revenues that help communities by funding schools, maintaining parks and contributing to public safety programs.

Individuals looking for everything from clothing to home improvement services to office supplies can look to small businesses to fill those needs.

• Look for small businesses for any and all of your shopping needs.

Chances are items sold by big box retailers also are sold by small businesses. When the options are the same or similar, purchase from a small business instead of its big box competitor.

• Readily provide recommendations of small businesses with which you have done business. Too often people are quick to complain about places that have failed them, but those same people don't think to say kind words about companies that went above and beyond. Share great experiences on social media or through word of

See SHOPPING, page 13





for voting for us in the Arnprior Reader's Choice Awards.

We love being a part of this community.



Thank you for supporting our branch. Your trust and confidence is truly appreciated!.

Gabriel Y Leclerc, CFP® Financial Advisor

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Congratulations to all the Readers' Choice Award winners!

Shopping locally is now more crucial than ever

Continued from page 13

mouth

• Talk to small businesses owners first if you have an issue. It's tempting to go directly to social media to complain about something, but such complaints can have a dire impact. Always take issues to the manager or business owner first to see if a resolution can be reached. A manager may not be aware of an issue at all. Give small businesses a chance to make it right before taking things public.

• If you own a small business, rely on other small businesses to fulfill your

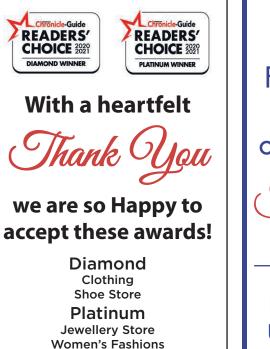


needs. Order supplies from fellow small business owners, seek the help of local financial advisors and tax professionals and use local suppliers and delivery personnel.

29 McLachlin St. North, Arnprior

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Small businesses have experienced unprecedented setbacks due to COVID-19. By supporting small businesses, communities can help them regain stable footing. -MC

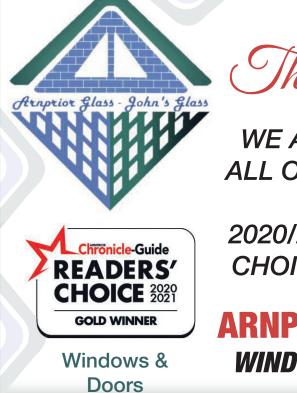


Jade & Laney

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Chronicle-Guide



Thank you!

WE APPRECIATE ALL OF THE VOTES IN THE 2020/21 READER'S CHOICE AWARDS!

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We appreciate the continued support shown from the community during our third year! We look forward to serving everyone in the future.



Thank you for the votes, Arnprior!



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Another great year of tremendous support from our loyal Clancy's customers! We appreciate your votes!

Clancy's has been offering its special brand of personalized care for over 100 years. This is such a unique drug store where the time-honoured traditions of local ownership are fostered, placing the highest priorities on patient care, quality interactions and community support. Our team will go beyond routine pharmacy care in order to help everyone and we proudly admit it!

Choosing a high quality care pharmacy is so important: we can save you time, money and above all, your precious health! If you would like to experience our award-winning care, please call us! Our friendly and caring staff will help to ensure a smooth, hassle-free transfer of your files!

Thank you again, Arnprior, for your votes! We love consistently winning this category and we are super proud to take care of you and your family! Samantha and the Clancy's Team.



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all for the love and support through the past year. We hope we can continue to serve our wonderful community for many years ahead!

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READERS' CHOICE AWARDS 2020/2021

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Characteristic choice - Guide READERS' CHOICE AWARDS 2020/2021 Advertising feature Congratulations to all the Readers' Choice Award winners!

Helping small businesses build for the future

The costs of running a small business during a pandemic can add up quickly. From ongoing lockdowns and ever-changing safety procedures, Canadian small businesses have been challenged to maintain revenue, keep staff employed and meet shifting financial obligations.

Small businesses play a critical role in our economy by providing jobs to over eight million Canadians. Yet, over half of business owners agree that their business model has changed or will significantly change due to COVID-19 and at least 152,000 Canadian small businesses have adopted e-commerce since the start of the pandemic, according to a Canadian Federation of Independent Business survey.

But did you know there are financial investment programs that can help?

Many providers and stores have seen growth since the pandemic, but it can be scary to take a risk and invest in growth. Financial investment programs can help small busi-



nesses ask for investment and capitalize on the new opportunities.

Financial supports like the Purolator True North Small Business Grant Contest are designed to help small businesses by awarding them money and shipping credits to help them maintain revenue or expand. The grant helps small businesses enjoy more flexibility to pivot their financial models to e-commerce or product delivery.

Through the Purolator program, Canadians can help nominate their favourite businesses to show support and give exposure to local companies during the pandemic.

Find information on eligibility and the nomination form at purolator.com/small-business-grant.

— News Canada

