

WINNERS

Best of 2021

Look Inside to See Your Favorites for 2021



TimesDaily READERS' CHOICE

2021



TIMES DAILY

WINNERS Best of 2021 Look Inside to See Your Favorites for 2021

Seven Time Winner of the # 1 Roofing Company in the Shoals



A BBB ACCREDITED ROOFER IN THE SHOALS

If you're looking for a locally owned and operated Shoals area roofer to make repairs or installations, ICS Roofing & Construction Inc is at your service. As a family company, our team of highly trained professionals insists on quality workmanship, and we'll treat your home like our very own. To help you deal with your problems on a timely basis, we can schedule your initial appointment during our convenient hours. Our team can assist you with storm damages, and we have multiple licensed insurance adjusters on our staff. We'll aim to make any of your repairs so that they'll last for years to come. We can help you with a variety of tasks, including:

Gutter Installation, Gutter Guard Installation, & Full Service Insurance Claims Assistance.



ICS Roofing & Construction Inc is an Owens Corning preferred contractor. We can address your questions in English or Spanish, and we aim for excellent services and fast turnaround times. Call us to receive your estimate from a Sheffield, AL, roofer.

Roofing & Construction, Inc.

3312 N. Jackson Hwy. Sheffield, AL 35660

256-383-ICSR(4277)

Fax: 256-383-4210

icsroofingco.com

info@icsroofing.com

Thank You Shoals Area

for voting us your **#1 day spa!**



Massage | Facials | Microdermabrasion | Chemical Peels
Body Wraps | Body Scrubs | Pedicures | Full Service Hair Salon

 **OASIS**
DAY SPA & SALON

Mon - Fri 9 to 6 | Sat 9 to 5 | Gift Certificates Available



2471 Mall Road | Florence AL 35630 | 256-766-8085 | www.oasisflorence.com



- Readers' Choice -

It's time to celebrate!

You're a winner and congratulations.

Thank you local TimesDaily Readers. Once again you voted and we listened. The TimesDaily is proudly presenting the 2021 Readers' Choice Award Winners, listed in this special section by categories.

Readers' Choice has become a tradition, providing our readers, your customers, with the opportunity to give kudos, congratulations and thanks to you on the outstanding products, services and staff your business offers the local community.

Since launching our Readers' Choice awards, the response and enthusiasm has grown tremendously!

This promotion gives you an opportunity to brag about your business and tell our readers why you were chosen by readers as one of the best places in the area to do business with.

Having a great reputation is what businesses need and being able to talk about the positive things you're doing will have a big impact on your business, while allowing us to brag about the quality of businesses in our area.

Your brand is what makes you one of the 2021 Readers' Choice

Award Winners and it defines you among your customer base while helping to drive business through your door throughout 2021-2022.

As an award winner you have bragging rights, you earn the

right to use the Readers' Choice logo in all your advertising, marketing, social media, banners, etc. Don't forget to thank the ones who voted for you. Incorporate your

appreciation into your advertising and marketing campaigns.

If you did not win, don't hesitate to run special promotions throughout the year with the TimesDaily and give our readers a reason to talk about you and vote for you next year.

We have many special business promotions to help you tell your story. Let us help you get your business noticed, and build your brand.

The TimesDaily can help you reach the changing marketplace more effectively. You will reach more prospects through our print and digital campaigns.

For more information on how TimesDaily advertising can help you attract more shoppers, call your newspaper account representative today at 256 740-5815.

Again, congratulations and we hope you will get lots of traffic and business. Advertise today and give customers a reason to vote for you next year.



A special thanks goes out to all the Shoals area businesses that advertised in and supported this special section!

You can view these amazing local businesses by turning to the pages listed below.



- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none"> 2. ICS Roofing & Construction 3. Oasis Day Spa & Salon 5. Bob Wallace Appliance 6. Barnett & Brown Home Furnishings 6. Ray Miller Buick GMC 7. Singing River Dentistry 8. The Sparks CPA Firm, P.C. 11. Edward Jones/Drew Malone 12. Champy's Famous Fried Chicken 12. Economy Carpets 13. Long Lewis Ford 14. Fashion Exchange | <ul style="list-style-type: none"> 14. Helen Keller Memorial Hospital 15. Lash's Seafood Restaurant 15. TN River Dermatology 16. Wood Floor Store 16. Cooks Pets Control 17. Window World 18. Bank Independent 18. Five Managers, INC. 18. The Blue Door Thrift Store 19. Simpson's Collision Repair 19. Robert Trent Jones Golf 20. Coats Clothing Company 20. Mars Hill Bible School | <ul style="list-style-type: none"> 20. Security Lock & Key 20. Fuller Heat & Air 20. Smokin' on the BLVD 20. Southern Farm Table 21. Dr. A. E. Joiner - North Alabama Bone & Joint Clinic 21. Shoals MPE 21. Promenade Formal Wear 21. Rick's BBQ & Catering 21. Droke Hearing Aids 22. Shane Bracey Cleaning Services 22. Village Shoppe 22. Bama Pools | <ul style="list-style-type: none"> 22. Jill's Sweet Memories 22. Shelton Financial Group 22. Williams Cleaners 22. Reclaimed Spirit 23. Jody's Optical 23. Medical Associates of the Shoals 23. Kaleidoscope Florist and Designs 23. Ringer's Garage Door Company 23. Milner Rushing Drugs 23. Books • A • Million 24. McCutcheon & Hamner |
|--|--|--|--|



The Largest Selection and Inventory of Major Home Appliances in the area!

*Thanks for your vote.
We appreciate your business!*



Serving you since 1978

BOB WALLACE APPLIANCE

bobwallaceappliance.com

256.533.2121

3005 Bob Wallace Ave
Huntsville

256.767.3213

906 Florence Blvd
Florence

256.841.5280

224 1st Ave SE
Cullman



BEST PLACES TO SHOP IN THE SHOALS



BAKERY

Yummies
Bakery & Deli

WINNER
Yummies

Finalists
Sugar Baker's
Publix

BOOK STORE

BOOKS-A-MILLION
shop online at booksamillion.com

WINNER
Books-A-Million

Finalists
Coldwater Books
The Rock 310

SPORTING GOODS APPAREL

Academy
SPORTS+OUTDOORS

WINNER
Academy Sports

Finalists
Dick's Sporting Goods
Hibbett's Sporting Goods

MEN'S CLOTHING SPECIALTY

**COATS CLOTHING
COMPANY**
The Menswear Specialist of the Shoals

WINNER
Coats Clothing Co.

Finalists
Billy Reid
Jar & Co.

LADIES' CLOTHING SPECIALTY

Village
shoppe

WINNER
Village Shoppe

Finalists
James & Alma
Sassy & Classy

WOMEN'S FORMAL WEAR

Promenade
Bridal

WINNER
Promenade

Finalists
Cherry Tree Lane
Juanita's Fashions

CONSIGNMENT STORE

**Fashion
Exchange**

CONSIGNMENT+BOUQUETTE

WINNER
Fashion Exchange

Finalists
Frugal Frog
Funky Monkey

SHOE STORE

AUSTIN'S
SHOES

WINNER
Austin's Shoes

Finalists
Pam's Shoe Store
Shoe Carnival

ELECTRONIC STORE

**Electronic
Express**

WINNER
Electronic Express

Finalists
Audio X
Walmart

GARDEN CENTER

PORTER
GARDEN CENTER

WINNER
Porter Garden Center

Finalists
Rudy's
Green Valley

Thanks!
For Voting Us...
#1

Barnett & Brown

Home Furnishings
www.barnettbrown.com



Thanks from the Entire Barnett & Brown Team



3020 Florence Blvd. • Florence, AL • 256-767-1995

"Lowest Prices Guaranteed"

Thanks For Choosing Us #1 in Furniture & Rugs

Thank you to the Shoals Community
for voting Ray Miller the Shoals
#1 Automotive Service Department!



246 Cox Creek Parkway • Florence

To schedule an appointment call 256-275-4313
or go online at www.raymiller.com/serviceappform



BEST PLACES TO SHOP IN THE SHOALS



GROCERY STORE

Publix

WINNER
Publix

Finalists
Foodland
Big Star

HOME DÉCOR

Reclaimed Spirit

WINNER
Reclaimed Spirit

Finalists
David Christopher's
Hobby Lobby

HARDWARE STORE

**PECK ACE
HARDWARE**

WINNER
Peck Ace

Finalists
Thompson Building Supply
Sheffield Hardware

LIGHTING STORE

Shoals House of Lighting

WINNER
Shoals Lighting

Finalists
Progressive Lighting
Lowe's

CARPET STORE

Economy Carpets

WINNER
Economy Carpets

Finalists
Wood's Wholesale Flooring
Cornerstone Flooring

RUG STORE

Barnett & Brown

WINNER
Barnett & Brown

Finalists
Economy Carpets
Suggs Ruggs

HARDWOOD FLOORING

THE WOOD FLOOR STORE
Hardwood | Tile | Laminate
Carpet | Vinyl | Countertops

WINNER
The Wood Floor Store

Finalists
Woods Wholesale Flooring
Cornerstone Flooring

POOL STORE

**BAMA POOLS
and
CONSTRUCTION**

WINNER
Bama Pools

Finalists
Pool Pro
Castaway Pools

WINDOW STORE

Window World
"Simply the Best for Less"

WINNER
Window World

Finalists
McDaniel Window & Door
Window Pros

UNIQUE GIFT SHOP

Reclaimed Spirit

WINNER
Reclaimed Spirit

Finalists
David Christopher's
Purple Pear

THANK YOU!

VOTED
#1 DENTIST
IN THE SHOALS

By TimesDaily Readers



Healthy Smiles for a Lifetime!



SRD on 5th
HEALTHY SMILES FOR CHILDREN
256-320-5778

Tuscumbia
256-383-0377

Muscle Shoals
256-383-1112

Florence
256-764-9955

Russellville
256-332-6888

www.SingingRiverDentistry.com



BEST PLACES TO SHOP IN THE SHOALS



APPLIANCE STORE

FREDERICKSONS
Tire - Appliance - Furniture

WINNER
Frederickson's

Finalists
Bob Wallace Appliance
Neal's Tire & Appliance

FURNITURE STORE

Barnett & Brown

WINNER
Barnett & Brown

Finalists
Story & Lee
Lackey's Furniture

MATTRESS STORE

Mattress
C.O.U.N.T.R.Y.
by Bedzzz Express

WINNER
Mattress Country

Finalists
Shoals Discount Mattress
Barnett & Brown

FLORIST

Kaleidoscope
Florist

WINNER
Kaleidoscope

Finalists
Lola's Gifts & Flowers
Duggar's

JEWELRY STORE

Grogan Jewelers
BY LON

WINNER
Grogan Jewelers
BY LON

Finalists
Jamie Hood Jewelers
Genesis Jewelry

PET STORE

Pet Depot

WINNER
Pet Depot

Finalists
Petco
Pet Smart

DRUG STORE

MILNER RUSHING
DISCOUNT DRUGS

WINNER
Milner Rushing

Finalists
Village Drugs
Walgreens

THRIFT STORE

Blue Door

WINNER
Blue Door

Finalists
Fashion Exchange
America's Thrift Store

GRANITE & STONE

The Granite
Gallery

WINNER
The Granite Gallery

Finalists
Frye Granite
Granite, Marble & More

NEW CAR DEALERSHIP

LONG-LEWIS
AUTOMOTIVE GROUP

WINNER
Long-Lewis (Muscle Shoals)

Finalists
Ray Miller Buick GMC
Greenway Honda

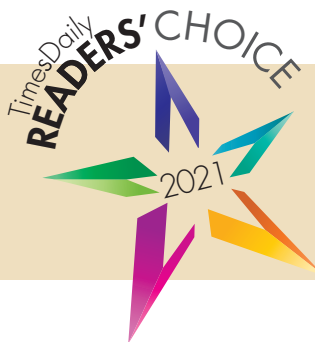
USED CAR DEALERSHIP

LONG-LEWIS
AUTOMOTIVE GROUP

WINNER
Long-Lewis (Muscle Shoals)

Finalists
Garner Auto Sales
Butler Motors

The Sparks CPA Firm, P.C. provides a wide range of services to individuals and businesses in a variety of industries. Our firm strives to meet each client's specific needs in planning for the future and achieving their goals in an ever-changing financial and regulatory environment.



*We would like to thank everyone for voting us
#1 Tax Service in 2021 Reader's Choice!*

The Sparks CPA Firm, P.C.
713 Avalon Avenue
Muscle Shoals, AL
256-314-5082
www.sparkscpas.com



SPARKS
CPA Firm

Offices Located In
Red Bay, AL
Booneville, MS
Corinth, MS
Iuka, MS

BEST IN THE SHOALS FOR PERSONAL SERVICE



HAIR SALON



WINNER
TexTur
Finalists
Parlor 217
Willow's Day Spa

NAIL SHOP



WINNER
Willow's Day Spa
Finalists
Julie's
Lovely Nails

CBD STORE



WINNER
NuWay Vape
Finalists
Your CBD Store
The CBD Store

BARBER SHOP



WINNER
Greasy Hands
Finalists
Bill's House of Style
Rick's

DAY SPA



WINNER
Oasis Day Spa
Finalists
Willow's Day Spa
Serenity

DRY CLEANER



WINNER
Williams
Finalists
Coleman's
Wideman

BRIDAL REGISTRY



WINNER
Target
Finalists
Dillard's
Belk

WEDDING PHOTOGRAPHER



WINNER
Create Portraiture
Finalists
Keelan Walker
Rebekah Photography

CATERER



WINNER
Jill's Sweet Memories
Finalists
Southern Skillet
Alabama Bliss

HOTEL



WINNER
Marriott Shoals
Finalists
GunRunner
Stricklin Hotel

ELECTRIC COMPANY



WINNER
Shoals MPE
Finalists
Titan
Shoals Electric

ASSISTED LIVING FACILITY




WINNER
Morningside of Sheffield Assisted Living
Finalists
Brentwood
Columbia Cottage

HOME HEALTHCARE PROVIDER



WINNER
Keller Home Care
Finalists
Southern Care
Encompass Home Health

DAY CARE



WINNER
Bright Beginnings
Finalists
Mars Hill
Little Angel

CHURCH/PRIVATE DAY CARE



WINNER
Mars Hill Bible School
Finalists
Kids of the Kingdom
Little Angel

LOCKSMITH



WINNER
Security Lock & Key
Finalists
Romans Lock Service
Affordable Lock Service

LANDSCAPE COMPANY



WINNER
Fulks Lawn Care
Finalists
Grass Life
Grass Masters

LAUNDROMAT




WINNER
Seven Points Wash n Spin
Finalists
Rogersville
Royal Suds

DENTIST



WINNER
Singing River Dentistry
Finalists
Dynamic Dentistry
Coker

HOSPITAL



WINNER
Helen Keller Hospital
Finalists
North Alabama Medical Center
Shoals Hospital

URGENT CARE



WINNER
Express Care of the Shoals
Finalists
Killen Urgent Care
Med Plus

FAMILY PHYSICIAN



WINNER
Dr. Jack McLendon
Finalists
Dr. McAnalley
Dr. Brian Richards

PEDIATRICIAN



WINNER
Infants & Children's Clinic
Finalists
TN Valley Pediatrics
Shoals Pediatrics

DERMATOLOGIST



WINNER
Dr. Joseph Hanson
Finalists
TN River Dermatology-Dr Thomas
Dr. Welborn

BEST IN THE SHOALS FOR PERSONAL SERVICE



PODIATRIST

Dr. JD Smith

WINNER
Dr. JD Smith

Finalists
Dr. Hames
Dr. Kent Martin

WEIGHT LOSS CENTER

AtLast
Medical Weight Loss

WINNER
At Last Medical Weight Loss
(Express Care of the Shoals)

Finalists
Dr. Parker
Helping Hands

HEALTH/FITNESS CLUB

KELLER WELLCARE

WINNER
Keller Wellcare

Finalists
Planet Fitness
YMCA

INSURANCE AGENT

TERESA ROGERS

WINNER
Teresa Rogers (Allstate)

Finalists
Bert Breatherick - State Farm
Rebecca Hovater - State Farm

AUTO RENTAL

LONG-LEWIS
LONGLEWISAUTO.COM

WINNER
Long Lewis

Finalists
Enterprise
Hertz

MOTORCYCLE DEALER

LONGSHORE CYCLE CENTER

WINNER
Longshore Cycles

Finalists
Harley Davidson
Shoals Outdoor Sports

HEARING SPECIALIST

DROKE
HEARING AID CENTER

WINNER
Droke Hearing Aids

Finalists
Beltone Hearing
Kabel Hearing

FUNERAL HOME

MORRISON
FUNERAL HOMES

WINNER
Morrison's - Tuscumbia

Finalists
Spry-Williams
Elkins East

APARTMENT COMPLEX

Copper Creek

WINNER
Copper Creek

Finalists
Seville Place
Royal Crest

FINANCIAL INSTITUTION

BANK INDEPENDENT
SHEPHERD • CHESTER • FLORENCE • LIGHTYON • MUSCLE SHOALS • TUSCUMBIA

WINNER
Bank Independent

Finalists
First Metro Bank
Regions Bank

CREDIT UNION

Listerhill
CREDIT UNION

WINNER
Listerhill Credit Union

Finalists
TVA CU
ACCU AL Central CU

INVESTMENT FIRM

Drew Malone
Edward Jones

WINNER
Drew Malone Edward Jones

Finalists
Scott Cooper - Edward Jones
Executive Investments

MORTGAGE COMPANY

SHELTON
Financial Group, Inc.

WINNER
Shelton Financial Group

Finalists
Bank Independent
CIS Homes

LAW FIRM

McCutcheon & Hamner

WINNER
McCutcheon & Hamner

Finalists
Bo Ritter
Nick Steles

OPTICAL STORE

JODY'S OPTICAL

WINNER
Jody's Optical

Finalists
Florence Eye Center
Renaissance Eye Center

OIL CHANGE

EXPRESS OIL CHANGE
10 MINUTE SERVICE

WINNER
Express Oil Change

Finalists
Mitchell Tire
Long Lewis

AUTO BODY REPAIR

Simpson's
COLLISION REPAIR
AUTO GLASS & WRECKER SERVICE

WINNER
Simpson's Collision

Finalists
Adam's Body Shop
Campbell's Auto Body

CAR WASH

Mister CAR WASH

WINNER
Mister Car Wash

Finalists
Melvin's on the Spot
Southern Shine

AUTOMOTIVE SERVICE DEPT.

Ray Miller
BUICK • GMC

WINNER
Ray Miller

Finalists
Long Lewis
Garner Auto

HEATING AND AIR CONDITIONING

FULLER
HEATING • AIR CONDITIONING • PLUMBING & ELECTRICAL

WINNER
Fuller Heating & Air

Finalists
Allen's
Birdwell

PET GROOMING

lucky dog
by barktown

WINNER
Lucky Dog

Finalists
For Pet's Sake
Debbie's Tidy Dog

PROFESSIONAL PAINTING COMPANY

Chandler

WINNER
Chandler

Finalists
Shane Swinney
Mark Forsythe

PLUMBER

Roger Hamlin

WINNER
Roger Hamlin

Finalists
Barnett Plumbing
Crouch & Sons Plumbing

WRECKER SERVICE

Simpson's
COLLISION REPAIR
AUTO GLASS & WRECKER SERVICE

WINNER
Simpson's Wrecker Service

Finalists
Cox Towing
Smitty's

BEST IN THE SHOALS FOR PERSONAL SERVICE



GARAGE DOOR



WINNER

Ringer's

Finalists

Shoals Overhead Door
Best Door Company

PEST CONTROL



WINNER

Cook's Pest Control

Finalists

Southern Pride
Shoals Pest Control

HOME IMPROVEMENT



WINNER

A & J Home Improvement

Finalists

Faith Construction
Crossroads Builders

ROOFING COMPANY



WINNER

ICS Roofing

Finalists

Henderson's
Simmon's

STORAGE FACILITY



WINNER

iStorage

Finalist

Cox Blvd Self Storage

VETERINARY CLINIC



WINNER

Center Star

Finalists

North Alabama Animal Hospital
TN Valley Vet

WEDDING VENUE



WINNER

Bradford Farm & Venue

Finalists

Ava's Place
Robert Trent Jones

GOLF COURSE



WINNER

Robert Trent Jones

Finalists

Blackberry Trail
Joe Wheeler

TAX SERVICE



WINNER

Sparks CPA Firm

Finalists

Tax Mart
Stock & Blair

AUTO MECHANIC



WINNER

Goin's Auto Repair

Finalists

Express Oil - Shawn
Walton's

CARPET CLEANER



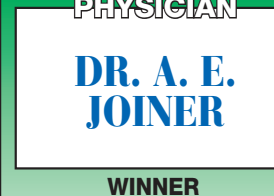
WINNER

Bracey Cleaning Service, LLC

Finalists

Stanley Steemer
DC Carpet Cleaning

ORTHOPEDIC PHYSICIAN



WINNER

Dr. A. E. Joiner

When it comes to your to-do list, put your future first.

To find out how to get your financial goals on track, contact us for a complimentary review.



Drew Malone, CRPC®
Financial Advisor

401 Cox Blvd
Suite C
Sheffield, AL 35660-4058
256-978-5056

edwardjones.com
Member SIPC

Edward Jones®
MAKING SENSE OF INVESTING



BREAKFAST

BIG BAD BREAKFAST



FLORENCE, AL

WINNER

Big Bad Breakfast

Finalists

Jack's
Cracker Barrel

BUFFET



WINNER

Southern Farm Table

Finalists

Golden Corral
Rhoda P's

DESSERT

Publix
BAKERY

WINNER

Publix Bakery

Finalists

Dairy Queen
Yummies

MEXICAN

Rosie's
CANTINA™

WINNER

Rosie's Cantina

Finalists

LaHacienda
Casa Mexicana

CHINESE



WINNER

Rice Box

Finalists

Ichiban
Umi

ITALIAN



WINNER

Ricatoni's

Finalists

Lil Capone's
Olive Garden

COUNTRY COOKING/ SOUL FOOD



WINNER

Garden Gate Café

Finalists

Mama Jeans
City Limits Café

SUBS

LENNYS
GRILL★SUBS

WINNER

Lennys

Finalists

Pizza Chef
Subway

BARBEQUE



WINNER

Rick's BBQ

Finalists

306 BBQ
Bunyan's BBQ

RIBS



WINNER

Smokin on the Blvd

Finalists

306 BBQ
Sam's Sports Grille

CHAMPY'S
World Famous
FRIED CHICKEN
BLUES, BREWS, & BIRD

- Award Winning Hot Wings
- Hand Rolled Mississippi Delta Hot Tamales
- Fresh USDA Farm Raised Catfish

**We
Cater!**



**Live
Music**

www.ChampysChicken.com

120 Second St. • Muscle Shoals, AL 256-389-9985

THANK YOU
for Voting us #1
FRIED CHICKEN
in the Shoals
Once Again!

"CNN's Top 100 Places
to Eat Like a Local"



Thank You
For Voting Us
#1 Carpet Store

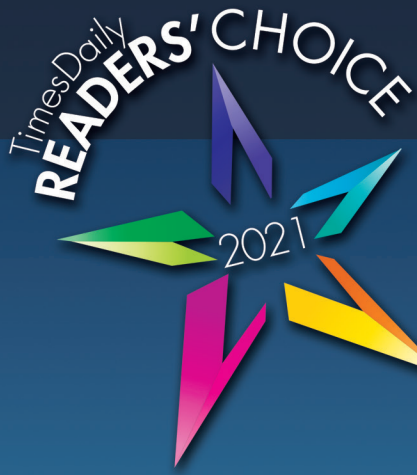


Come shop with us
today for all your
flooring & tile needs

Quality
Flooring
for Over
50 Years

**Economy
Carpets**

105 Avalon Ave., Muscle Shoals
256-383-6821 • Toll Free 1-877-234-3741



THANK YOU READERS!



3 READERS' CHOICE AWARDS:

- Best Automotive New Dealership
- Best Automotive Used Dealership
- Best Automotive Vehicle Rental

TODAY'S AUTO BUYING TIP

THE FUTURE IS HERE!

AND CUSTOM ORDERING IS IT!

Most Manufacturers Now Give Custom Orders Incentives & Priority over Retail Stock.



Why Should You Order the Vehicle You Want?

Save Thousands with Additional Custom Order Incentives!

Save Thousands to order exactly what YOU Want!

Guaranteed BEST Factory Rebate Offers!

Today's rebates will be locked in! However, if they improve, you win again!

Get a Vehicle EXACTLY the Way YOU Want!

Pay for NOTHING that you DON'T want!



We Do Business Your Way.™

- Our Absolute BEST Price, Up-Front, Every Time.
- NO Dealer Fees, Hidden Fees or Bogus Mark Ups.
- Non-Commissioned Salespeople.
- 3 Day/300 Mile Money Back Guarantee.



LONG-LEWIS™

AUTOMOTIVE GROUP

Ford | Lincoln | Mitsubishi | VW | Honda | LongLewisAuto.com

BEST IN DINING IN THE SHOALS



STEAK



WINNER

George's Steak Pit

Finalists

Longhorn
Stanfield's

SEAFOOD



WINNER

Lash's Seafood

Finalists

Stanfield's
River Bottom Grill

PIZZA



WINNER

Pie Factory

Finalists

Vertillo's
Domino's

FINE DINING/ ROMANTIC RESTAURANT



WINNER

George's Steak Pit

Finalists

360 Grille
Odette

CHICKEN



WINNER

Champy's

Finalists

Chick-Fil-A
Kentucky Fried Chicken

CHICKEN WINGS

**SOUL
WINGERY**

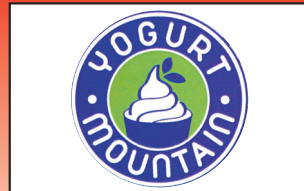
WINNER

Soul Wingery

Finalists

Champy's
Buffalo Wind Wings

YOGURT/ICE CREAM



WINNER

Yogurt Mountain

Finalists

Trowbridges
Dairy Queen

CATFISH



WINNER

Newbern's Catfish

Finalists

Fish Creel
Walton's

HAMBURGER

FIVE GUYS
BURGERS and FRIES

WINNER

Five Guys Burgers

Finalists

Staggs Grocery
Sam's Sports Grill

SWEET TEA

Bojangles

WINNER

Bojangles

Finalists

McDonald's
Claunches

we are...

THANK YOU

Shoals!

BEST HOSPITAL
BEST HEALTH & FITNESS

100 HEROES
YEARS OF

**Helen Keller
Hospital**

436971-1

COFFEE SHOP

**Turbo
Coffee**

WINNER

Turbo Coffee

Finalists

Rivertown Coffee
The Rock 310

SPORTS BAR



WINNER

Sam's Sports Grill

Finalists

Buffalo Wild Wings
2nd & 13th

MILK SHAKES



WINNER

Trowbridges

Finalists

Chat and Chew
Jack's



Thanks for making us your #1
Choice for Consignment in 2021!

256.381.8010

2412 E. 2nd St., Muscle Shoals

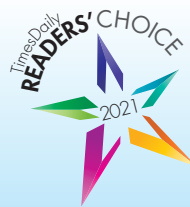
661 Hwy 72, Athens

612 East Tennessee St., Florence

405-A N. Military St., Loretto, TN

f Fashion Exchange, Inc. **ig** fashion_exchange

436980-1



Every Year in October the TimeDaily will publish this Readers' Choice winners and finalist special section.

Starting in August, you can vote for your favorite businesses, places and people.

Next year in August, please cast your vote for the businesses in the Shoals Area that you think are deserving the title TimesDaily Readers' Choice Winners and you can have a **chance to win \$250.**

CONGRATULATIONS to
Jaclyn Sibley of Florence, AL.
She is the prize winner in our
2021 Readers' Choice drawing!



**Voted #1
Reader's Choice
Best Seafood!**



Lash Fish & Seafood
1091 AL-101 • Rogersville, Alabama 35652
(256) 247-1203

Open Tuesday-Saturday 8:00 am-9:00 pm
Make plans to come see us to get the best seafood in the Shoals Area!! We look forward to seeing you guys!



**2021
Readers' Choice
Joseph Hanson, MD
Best Dermatologist
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The various advantages to shopping locally

Residents of a given town or city are often encouraged to support local businesses by looking to these firms to fill their needs. Small businesses are not just integral parts of communities, employing millions across the country, they also are operations that fund the very communities they service.

Efforts to promote shopping local appear to be working. According to the Commonwealth Financial Group, over the last several years there has been a shift in consumer purchasing behavior marked by a preference among consumers to support locally owned shops and stores over big-box retailers and even online shopping.

The following are some key reasons why shopping locally not only benefits small

business owners, but also the communities they call home and the customers they serve.

More money stays in the community: According to the American Independent Business Alliance, for every \$100 spent at a local business, \$68 remains in the community.

Job creation: The Business Alliance for Local Living Economies says local businesses create the majority of economic growth. They employ millions of Americans by creating roughly two-thirds of private sector jobs. Local business owners also tend to hire people who represent the demographics of the communities where the business is located, which may include historically underserved populations.



Diversity of products: Local stores tend to diversify their products and services to meet the needs of the local communities, whereas chain stores often stock their shelves based on national demands.

Personalized service: A small business owner may be more inclined to go to great lengths to make customers happy because the long-term success of the business depends on customers becoming repeat customers.

Personal connection: Knowing the people behind a business facilitates a connection not easily achieved with other companies. Customers may celebrate when a favorite business succeeds and look to spread the word about that business because they feel like they played a positive role in its success.

Shopping locally has gained momentum and is fueled by the many advantages to supporting local businesses.

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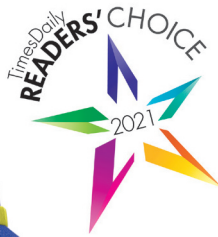
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**Source: Civic Economics - Andersonville Study of Retail Economics.*



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Supporting local businesses benefits your entire community

Campaigns to “shop local” are often rooted in encouraging locals to support the small businesses in their communities. Consumers no doubt recognize that such support is vital to the survival of small businesses, but they may not realize just how much thriving local businesses benefit their communities.

According to the Small Business Economic Impact Study from American Express, an average of two-thirds of every dollar spent at small businesses in the United States stays in the local community. That support can be especially valuable as the world tries to work its way out of a global recession brought on by the COVID-19 pandemic. Unemployment rates

rose significantly within a month of the World Health Organization declaring a pandemic as the COVID-19 virus rapidly spread across the globe. While large international corporations were in better position to avoid layoffs, small, locally owned businesses faced an uphill battle as they tried to remain in operation and retain their staffs. That’s another way shopping local can benefit local communities. The Business Alliance for Local Living Economies reports that, for every \$10 million spent locally, 57 new jobs are created at local businesses. That’s an important factor to remember as the world tries to recover from the economic fallout of the COVID-19 pandemic.



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Unique ways to support small businesses during the pandemic

Small businesses have faced unprecedented challenges in 2020. As the COVID-19 pandemic wore on throughout the year, small businesses continued to confront the economic fallout wrought by the virus.

According to the National Bureau of Economic Research, the number of active business owners in the United States plummeted by 22 percent in the early stages of the pandemic. Though many businesses managed to hang on as the pandemic continued through spring, summer and fall, such businesses need their communities to continue to help them stay afloat.

Consumers have not been immune to the economic fallout of the COVID-19 pandemic. Unemployment figures skyrocketed across the globe, and in April retail sales dropped by 14.3 percent from the previous month according to statistics from the U.S. Census Bureau and Deloitte Insights. But consumer spending gradually increased in various industries over the summer of 2020. As consumers loosen their purse strings and begin spending more, they can embrace some unique ways to help small businesses in their community.

Support struggling industries. Consumers may not typically give much thought to whether an industry is struggling before spending their money, but doing so can help small businesses that have had an especially difficult time during the pandemic. Data from the USCB and Deloitte Services indicates that retail sales in certain industries continued to lag even as other industries recovered over



the summer months. Sales in the clothing and accessory and food services and drinking places industries were still down nearly 20 percent in July 2020. Supporting locally owned businesses in these industries can infuse some much-needed cash into their operations.

Purchase gift cards. Pandemic-related restrictions have been lifted in many places, but that doesn't necessarily mean consumers are confident enough to visit their favorite stores and restaurants in person. Gift cards can be a great way to support local businesses even if you're still hesitant to patronize them in person.

Small businesses continue to face an uphill battle as they confront the economic fallout of the pandemic. Consumers can show their support for locally owned businesses in their communities in various ways.



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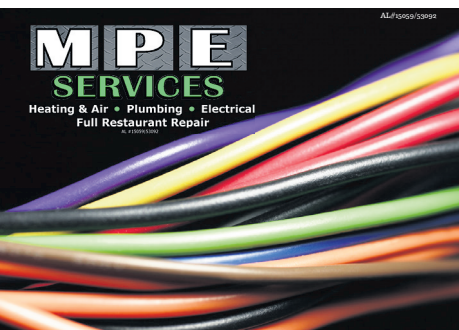


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Shopping locally is now more crucial than ever

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 businesses, 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.

According to NBC News, small businesses employ 60 million people in the United States, almost half of the nation's private-sector employees. In addition, small businesses generate tax revenues that help communities by funding schools, maintaining parks and contributing to public safety programs. However, based on research from the Federal Reserve Bank of New York, even before COVID-19 spread across the world, only 20 percent of healthy small businesses had sufficient cash reserves to continue to operate if they

experienced a revenue loss for two months. Some have been shuttered for much longer.

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 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.

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

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