

THE WEEKLY LEDGER

"Your Paper, Your Choice of Content"

CHEROKEE COUNTY, ALA. FRIDAY, DECEMBER 24, 2021 FIRST COPY FREE

"For I, the LORD your God, hold your right hand; it is I who say to you, 'Fear not, I am the one who helps you.'" Isaiah 41:13

One-Fourth of Small Business Say Supply Chain Issues Endanger Survival

The U.S. transportation secretary on Sunday warned that America's supply chain woes including clogged ports will drag into next year

By Brian Freeman NEWSMAX

Almost one in four small businesses say supply chain issues are moderately or significantly impacting their ability to survive, according to a Skynova survey. The average length of time small businesses estimate they could sustain themselves while suffering a drop in revenue is about 15 months, but 26 percent said they could only handle substantial revenue losses for six months or less and another 40 percent said seven to 12 months was their limit. Other results from the survey found:

Almost half (46 percent) of business owners expressed concerns over the financial viability of their business.

Of the retailers polled, 63 percent reported an inability to properly stock their shelves or find



Ribbon Cutting for Weiss Lake Tackle & Outdoors, located at 910 Cedar Bluff Road in Centre. Our goal at Weiss Lake Tackle & Outdoors is to supply people with the gear they need to hit the woods or the water at a better price and more convenient times. Locally owned and operated by Elliott Gault.

replacement parts. Among in-person service providers such as plumbers and repair contractors, 52 percent said they were experiencing these issues.

Due to supply chain issues, 43 percent of small businesses have raised their prices with an average price hike of 4.3 percent. A fourth of small businesses have increased their prices by 5 percent, and 11

percent have done so by 10 percent or more.

Although 48 percent of small business owners said they have not been impacted by supply chain issues, 77 percent of those who have been impacted say they have been experiencing heightened stress levels.

In addition, 64 percent of those with supply chain issues said they have an increased level of concern

about future conditions, with 46 percent feeling regularly concerned about the financial viability of their business.

The top way small business owners have adapted to supply chain issues is by finding alternative suppliers, with 45 percent reported doing so. The second most common way to

Economic Impact of Our Lakes

Without tournaments the economy of Cherokee County and Etowah County would be hit hard because each would lose most of their revenue.



By Tim Pentecost Avid Fisherman tcp2111@yahoo.com

At Weiss Lake and Neely Henry Lake during much of the year there has not been many weekends or even weekdays that there is not some sort of fishing tournament whether it be bass, crappie or catfish. Both lakes have always been a huge asset to both counties. In Cherokee County, Weiss Lake directly generates more revenue than anything in the county besides agriculture.

At Weiss Lake in 1994 lake users spent \$147 million on lake related supplies and activities according to a study by Kennesaw State College and Florida State University. The lake generated \$36 million in wages with 4,132 jobs.

TURN TO PAGE 3

TURN TO PAGE 4

EasyStorageUSA.net

CLIMATE CONTROLLED 256.927.STOR

Continued: Economic impact of our lakes

Local residents spent \$1.25 million on lake related goods and services while tourists spent \$145 million. The total economic impact from Weiss Lake to the economy totaled to more than \$291 million according to the study 27 years ago.

Recently, Jacksonville State University completed an economic impact study on Neely Henry Lake. The total economic activity to Etowah County was \$523.7 million in 2017. 8,490 anglers participated in tournaments in 2017 which contributed \$10.4 million to the Etowah County economy. The study was done by the Jacksonville State University Center for Economic Development and Business Research and was released on May 3, 2019.

In the United States, 49.4 million anglers buy a license each year with a total of a \$129 billion economic impact each year and supports 826,000 jobs. 40.5 million of those anglers are freshwater fisherman.

Without tournaments the economy of Cherokee and Etowah County would be hit hard because each would lose most of their revenue. You can get details of tournaments

on Weiss Lake and Neely Henry Lake fishing groups on Facebook by joining and asking members. If you would like to advertise tournaments in The Weekly Ledger you can contact them at weeklyledger@gmail.com.

Some popular tournaments are Weiss Lake Anglers Bass Tournaments, The Alabama Bass Trail, Dixie Bottom Feeders Catfish Tournament Trail, Coosa River Crappie Club, the Alabama Crappie Masters and several others.

I hope everyone enjoys reading my article in The Weekly Ledger each week. I want to wish each one of you a very Merry Christmas and much happiness throughout the Holidays.

If you would like to suggest content, please message me @pentecostfishing on Facebook or email me at tcp2111@yahoo.com.



The 10 Best Small Businesses in YOUR Small Town Contest

Go to this post on our Facebook page and tag YOUR favorite Small Businesses in YOUR Small Town to nominate them.

- The **Winning Businesses** will each receive 12 WEEKS of FREE ADVERTISING.
- The **Chamber of Commerce** in the winners coverage area receives over \$600 of FREE ADVERTISING, also.
- *The **TOP Winning Business** will receive 12 WEEKS OF HARD COPY ADVERTISING 12 WEEKS OF WEBSITE ADVERTISING WITH A FREE HOTLINK 12 WEEKS OF SOCIAL MEDIA ADVERTISING ON TWO SITES 12 WEEKS OF HIGH TRAFFIC NEWSPAPER BOX ADVERTISING

\$2,500 in FREE ADVERTISING

*RESTRICTIONS APPLY

...a cord of three strands is not quickly broken. Ecclesiastes 4:12



Publication of The Weekly Ledger is led by:
Publisher/Managing Editor Tanya L. Smith
Co-Publisher T.W. White, Sr.
Office Manager T.L. Sullivan

Office 256-438-1288

P.O. BOX 721, CENTRE, AL 35960

Free Classified Hotline 256-973-1100

The opinions and ideas expressed in this publication by staff members or others do not necessarily reflect those of the publisher.

First copy of The Weekly Ledger is free. Additional copies are \$1 each. Violators will be prosecuted to the fullest extent of the law.

Want to submit your opinion?

Email your LETTER TO THE EDITOR to TheWeeklyLedgerOffice@gmail.com.

The Weekly Ledger will not print unsigned letters and reserves the right to edit submissions for length, grammar, accuracy and content.

Want a personal visit to your business to discuss advertising?

Call Advertising Specialist, Eric Helms, at 256-393-5940 to schedule an appointment

Read every page for FREE at www.Eweeklyledger.com

Ready to advertise?

We offer affordable advertising. For rates and advertising specifics, call our office at 256-438-1288 or email us at WeeklyLedgerOffice@gmail.com. To list a FREE ad, call our hotline at 256-973-1100 or email us at WeeklyLedgerOffice@gmail.com.

PRINTED EVERY FRIDAY