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"Shop Small this Holiday Season"

The idea to start the Big Top Party Shop came after Jackson Miller and his mom, Joyce, made a trip to a party shop in Sioux City, Iowa. On their way home, they discussed how it'd be fun to have their own party store. A year later Big Top Party Shop opened at 710 South 13th Street in Norfolk in the Pasewalk Plaza.

Opening a store for the first time isn't a simple task. Jackson researched party shop ideas and names and supplies and locations. The Millers opened the store in 2014 at their present location and are still learning about and growing the business. It's a recurrent theme for small business owners.

November 26, 2016 is Small Business Saturday and the U.S. Small Business Association is encouraging people to shop at local stores that weekend. Small Business Saturday was founded by American Express in 2010.

"Businesses like the Big Top Party Shop contribute so much to our Northeast Nebraska economy. We encourage people to shop small on Small Business Saturday and support the local people who live and invest in our community," said Candace Bossard, City of Norfolk Economic Development Coordinator.

Jackson obtained an associates of arts degree from Northeast Community College and also taught himself how to build many aspects of a business. That includes designing and producing the store's ads, videos, website and floor displays.

“It’s fun to have your own business because you’re your own boss. You make your own decisions. We take the hit if we make a bad decision too,” Miller said.

It’s a team effort at Big Top Party Shop with the Millers and their employees all providing creative ideas, attention to details, and an emphasis on customer service.

“Having a small business takes strong people skills. As a party shop we help people pull together the complete party experience with balloons in every shape and size from five inches to 36 inches, twenty different colors of tableware, party favors, rolls of table coverings and much more,” Miller said.

Jackson said they also keep in stock unique party items like life-size cardboard stand-ups, paper lanterns, various kinds of party hats, cupcake papers of all kinds, pinatas, catering supplies and even cake decorating materials.

“People have parties for a lot of occasions and the Big Top Party Shop has something for every celebration. There are shelves of bachelorette party items, camouflage baby shower supplies, pink-out parties, something for every momentous birthday, luau, or school event,” Jackson said,”We keep our prices competitive and are ordering new items all the time. It’s hard to guess what people may want. We listen to what our customers are interested in.”

For more information go to https://www.sba.gov/about-sba/sba-initiatives/small-business-saturday