

Dollar Daze Open in Middlebury

Story and photo by Ryan Friesen
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Everything for sale at Dollar Daze is just \$1. Well, almost everything. Candy is two for a dollar.

Dollar Daze opened Feb. 1. Owners Todd and Cindy Lederman thought it was time for a dollar store in Middlebury.

“We really felt like Middlebury was ready,” Todd Said.

The Ledermans own Dogwood Hills Tree Farm and last year finished building Spring Valley Plaza. With only two storefronts left to fill late last year, the Ledermans had another idea.

“We kept coming back to a dollar store,” Todd said.

The idea hit them about 11 weeks ago and they officially started making plans in early December. Today the store is fully up and running and offers products from about 15 different vendors in 16 different categories, including party supplies, gifts, cleaning supplies, items for the home and more.

“There’s something for everybody,” Cindy, who manages the store, said. “Seasonal items will be big,” Todd added.

The independently owned shop got some help getting off the ground from Liberty Opportunities, a company that helps small business owners get started. Todd said Liberty Opportunities found the vendors Dollar Daze uses to stock the shelves.

The Ledermans are still looking to fill one last spot at Spring Valley Plaza.

Cindy said she hopes Dollar Daze will have a grand opening sometime in early March.