



SCOTT MACDONALD/THE SALINAS CALIFORNIAN

Tiffany Anthony, owner of Precious Petals Flowers & Gifts, is shown in her King City store.

# Florist works for community

*Flowers give King City a touch of color and style*

By **DAWN WITHERS**  
The Salinas Californian

Tiffany Anthony spends much of her day arranging flowers.

Her business — Precious Petals Flowers & Gifts — specializes in bright red Ecuadorian roses, which sell briskly on Valentine's Day and Mother's Day — the florist's two busiest holidays.

Anthony purchased the store in 1997 when she was an employee working for the previous owner. She said she bought the business because she wanted to run a business her own way.

"I like to design the flowers, I like the busy atmosphere and

the idea of owning my own business," she said.

Owning a business in King City can be challenging, Anthony said, because it's a small community with many residents leaving the city to do their shopping elsewhere.

She's continuously changing her merchandise — staying away from expensive items that don't sell well — to include home décor items, country and Western-style gifts, bath sets, candles, chocolates and lots of flowers, she said.

"I don't like to have a lot very expensive things because this is a small farm community," Anthony said. "I try not to buy things that are completely over the top that people wouldn't be interested in buying."

Fresh plant and floral arrangements sell best, she said. She gets a lot of her business from referrals and donates flowers to many local organi-

zations, especially scholarship fundraisers and raffles, she said. She also does the arrangements for the Salinas Valley Fair.

"It's good advertising and helps out the organizations we donate things for," Anthony said.

The present high gas prices have hurt her business, she said. With people spending more money to drive, they are less inclined to buy non-essential items like flowers, Anthony said. She said she's seen a precipitous decline in customers in the past few months.

"Gas prices alone are hard on a lot of people," she said.

But King City's expansion, with the new CreekBridge, Mills Ridge and Royal Coach subdivisions, is contributing to the city's growth and business opportunities, she said.

Though she has no plans to expand and may sell her business in the future, Anthony

## **PRECIOUS PETALS FLOWERS & GIFTS**

n **BUSINESS:** Floral arrangements and gifts

n **ESTABLISHED:** Purchased by owner in 1997.

n **EMPLOYEES:** Three

n **ORGANIZATION:** Privately owned.

n **LOCATION:** 430 Broadway St., King City

n **INFORMATION:** 385-4770

said, she will continue to support community organizations and serve her clients.

"You just have to know what area you're in and what people like," she said. "When you've been here for a while, you find out what works."

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