Reinforcing Small Business & Commercial Districts Today to Flourish in a Post COVID-19 World
Today’s Agenda

What can we do for our businesses?

How will our organization change?

How can businesses help each other?

Idea sharing and questions
Helping our businesses

Make sure they understand the resources available to them
- Federal
- State
- Local

Keep in regular, direct contact with them
- Create a mechanism or schedule to reach out weekly
- Have current content on our web site
Helping our businesses

• The small business ecosystem and culture will need to be reestablished and nurtured.

• The focus may shift to *small business creation*. Encourage entrepreneurialism.

• Host a networking event (virtual or in-person, physically distanced) so businesses can share challenges and gain support from one another.

• Organize gift certificate promotions.

• Plan to welcome shoppers and customers back to your store/district.

• Use Social Media to let customers know you are STILL THERE!

• WPA Style public art program
How will our organization change?

• Events won’t be the same for a while
• Roles may change
• Pivoting from thriving to surviving
• Working to make shoppers and visitors feel safe returning to the district
• Work with municipalities to build greater flexibility into their codes and mindsets
How will our organization change?

• Face reality. Not every businesses will survive.

• Be Resilient. Resilience is the ability to adapt to and recover from disasters without compromising long-term prospects for development.

• Individuals are naturally motivated to prop up the places they live and do business.

• Use universal nature of this hardship to capitalize on community pride
How can businesses help each other?

• Cross-promoting other businesses in the district
  • Virtual wine dinners
  • City Box
• Bundled sales or teamed shopping events
• Share experiences and resources
• District and/or destination marketing
Questions? Ideas to share?
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THANK YOU