

Please remember that we at Colorado Main Street – and all of the Department of Local Affairs – are here for you. If we can be of assistance, please let us know! #MainStreetStrong

Useful websites

State of Colorado (official state response site): <https://covid19.colorado.gov/>

Center for Disease Control (includes resources re: travel, business & employers, etc.):
<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

OEDIT (specific to Colorado businesses, with links to Department of Labor & Employment, Colorado Tourism Office, and so much more): <https://choosecolorado.com/covid19/>

SBDC: <https://pikespeaksbdc.org/what-we-do/programs/disaster-relief/>

Main Street America: <https://www.mainstreet.org/howwecanhelp/resourcecenter/covid19resources>

Colorado Creative Industries: <https://coloradocreativeindustries.org/resources-to-support-the-arts-during-coronavirus/>

SBA: <https://www.sba.gov/page/guidance-businesses-employers-plan-respond-coronavirus-disease-2019-covid-19?fbclid=IwAR0KloKgXM6DtyM1oY-q9cbErwTzLxqJYD4oeEhNxCioNrnEbtEfxiRrIDc>

Colorado Restaurant Association: <https://www.corestaurant.org/resources/coronavirus-resources>

International Downtown Association: <https://downtown.org/covid-19/>

Weekly calls

Downtown Colorado Inc. indicated during their March 19 “Commercial Districts & Response to Covid19” call that they plan to hold these calls weekly. Save Thursdays from 9a to 10a if interested. Next week, March 26, will focus on public engagement. Details and registration at http://www.downtowncoloradoinc.org/Event_List

Financial assistance for small businesses and employees

SBA Economic Injury Disaster Loan assistance: <http://www.SBA.gov/disaster>. Main Street communities should work with Gayle (gayle.langley@state.co.us).

Facebook small business grant program

https://www.facebook.com/business/boost/grants?_xts=%5B0%5D=68.ARAjOItyQgxsMv2da_snCoshFm5t22HMwpz-PGvgkHP85uc7RSuwgRCzpiHj6jib8a_4TMkBryDdGjHLrKWSw5BL8ijlV3dY9UaRIYbiJOtCSodnP-mmlbibX2n0kRhBMT4AigURWYSuw7zsmYkAMzhyQaaXDjp579ies1QTHVOeaU8aeMJjTdzBeDoH91mGGojpDrKobCXuBjYK8NRLt1TAxsJizPTGC81rht89EWKXYC8YwR8tUoxia1mxSRalknzEaC2fWVkfFuYHg5Px5EJfTjuI34xwpKi9lGKXDKqpeuSlGgluSgl8SPGRmDGi5X3IElWpKrfyCjkRK4lifmrxtqIS&_tn=HHH-R

Financial Assistance to Bartenders/Bar Back/Cocktail Servers: <https://www.usbgfoundation.org/beap>

Telluride Foundation (San Miguel, Ouray, and Montrose Counties): <https://telluridefoundation.org/wp-content/uploads/2020/03/Telluride-Foundation-Coronavirus-Response-03132020.pdf>

Communications

Communicate regularly with your businesses and provide a means for them to talk to each other. Potential platforms include social media (Slack.com offers closed group network with some free service available, and Facebook Groups can be set up for free private interaction. For video and teleconferencing, consider Zoom.com (some free services), WebEx.com (some free services), or GoToMeeting.com (starts \$12/month).

Partnerships are important. Work with your municipality, chamber, SBDC, any BIDs/DDAs/URAs, and/or economic development corporation to consolidate information. One main site with all of the information your businesses and residents need is better than a scattered approach, and it is easier to maintain –promote on the other websites and all social media.

You can create a free “website” with Google Docs to track business hours/status, pick-up/delivery options, gift cards, and notes (see Boulder’s www.LoveTheLocal.com)

Promotions

Promote businesses and shopping local with social media. Hashtags can help residents find posts relevant to your work: #DoingMyPartCO and #SupportLocalBusinesses are being used statewide, and we would like to see #MainStreetStrong, but consider creating your own (such as #LeadvilleStrong or #WeGotThisDenver). Creating your own hashtag is as simple as starting to use it, but only effective with promotion.

Share photos – particularly of the people who are still working and need support. Make supporting local businesses personal!

Reserve a “picking up” parking spot outside of each restaurant providing to-go/carryout orders.

Sample business support plan (Montrose)

Weekly activity:

Wednesday morning 30-minute conference call, recorded, for overview of business relief, and local economic boosting ideas, email resource sheet to all registered attendees each week

Friday Dine-In (With Take-Out) Night to encourage locals to get take-out or delivery on Friday nights, promote via social media (Facebook event)

Saturday Buy Local to encourage locals to buy one product or service or a gift card from a local business every Saturday, encourage over-the-phone payments or online ordering

We are the Lunch Crowd: Large local employers work with local restaurants to order boxed lunches on a regular schedule (City will do Tuesdays and Thursdays); work with restaurants to have a set menu with a set price to keep it simple, rotate with restaurants who are on the list; use electronic payments (consider teaching staff to use Venmo)

Communications: via social media, email lists, newspaper, radio