SAFEGUARDING SMALL BUSINESS DURING THE PANDEMIC

26 STRATEGIES FOR LOCAL LEADERS

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ilsr.org
FIRST
Provide quick relief to keep businesses afloat
NEXT
Help businesses adapt and pivot

LATER
Fix systemic problems that the pandemic has laid bare
**FIRST:** Provide quick relief to keep businesses afloat

1. Help small businesses apply for federal financial relief.
2. Create a local small business relief program.
3. Defer tax and utility payments.
4. Help businesses negotiate with landlords to relieve rent pressure.
5. Help businesses stretch their budgets.
6. Encourage businesses to stay in close touch with their customers.
7. Encourage everyone to patronize small businesses during the pandemic.
8. Ensure that big box and dollar stores are adhering to the same rules that small, “non-essential” stores are required to follow.

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Opening Monday, September 14 at 9 am: a new round of applications for the Small Business Relief Fund

On July 22, Portland City Council approved a plan to distribute $114 million in federal CARES Act (Coronavirus Aid, Relief and Economic Security) relief to the community. City Council allocated $15 million to Prosper Portland to distribute to small business via the Small Business Relief Fund and block grants to community nonprofits.

Up to $12 million will be disbursed as grants of up to $25,000 through selected Community Development Financial Institutions (CDFI) partners. All have existing grant infrastructure in place and have extensive experience working with local small businesses. An additional $3 million will be allocated as block grants to community partners that can reach culturally specific populations to provide access to these funds. All those organizations will receive an
2. CREATE A LOCAL SMALL BUSINESS RELIEF PROGRAM.

Arlington Small Business Emergency GRANT (Giving Resiliency Assets Near Term) Program

GRANT Recipients Announced

On June 17, Arlington County announced 394 businesses are receiving the Small Business Emergency GRANT (Giving Resiliency Assets Near Term). The GRANT program provides financial assistance to Arlington’s small businesses impacted by the COVID-19 pandemic. The GRANT funds were designed to bridge the gap to provide near-term relief for businesses and nonprofits, some of whom have experienced delays or limitations with federal relief initiatives. Businesses and nonprofits considered for the GRANT had to be located in Arlington County, have fewer than 50 employees, and demonstrate revenue losses of 30% or more as a result of the COVID-19 pandemic.

The GRANT is being made on behalf of Arlington County, the Arlington Industrial Development Authority and the Ballston, Crystal City and Rosslyn Business Improvement Districts (BID). The GRANT will provide a total of $2.6M in funding. This amount includes an increase of $1.6M from CARES Act funding that the Arlington County Board approved yesterday—more than doubling the funding available for applicants. Based on the available funding, 394 businesses (51% of eligible applicants) will receive a financial grant. Businesses across the County, in a wide variety of industry sectors and geographic locations.

7. ENCOURAGE EVERYONE TO PATRONIZE SMALL BUSINESSES.

HELP YOUR LOCAL BUSINESSES WEATHER COVID-19
They Need Our Support.

BUY LOCAL. Now is the prime time to support local businesses. Many offer same-day delivery, too. You don’t get it, but you get it fresher and better if you order them from your local restaurant and grocery.

FLEXIBLE. You can order your favorite meal from the comfort of your home. You can also order from your favorite restaurant and opt to pick up the order yourself.

BE GENEROUS. It’s not just about the food itself, it’s also about the people behind the business. They are putting in the time and effort to make sure you get what you need.

SPEAK OUT. Small businesses need your support. Check them out now and continue to support them in the future.

Join us in advocating for strong local economies. Visit the Independent Business Initiative at the印发 for Local Small Business
www.independentbusinessinitiative.com
8. **ENSURE THAT BIG-BOX AND DOLLAR STORES ARE ADHERING TO THE SAME RULES THAT SMALL, “NON-ESSENTIAL” BUSINESSES ARE REQUIRED TO FOLLOW.**

9. **CAP APP-BASED RESTAURANT MEAL DELIVERY COMMISSIONS AND FEES.**
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NEXT: Help businesses adapt and pivot

10. Be flexible about the rules.
11. Help businesses operate safely.
13. Get small, independently-owned businesses online.
14. Help small business owners re-envision their plans.
15. Help businesses create new distribution channels.
16. Provide working capital support.
17. Survey businesses regularly to detect emerging needs.
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11. HELP BUSINESSES OPERATE SAFELY.
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13. GET SMALL, INDEPENDENTLY-OWNED BUSINESSES ONLINE.
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Here is how it works:

1. Complete the free digital onboarding
2. Receive a personalized to-do list with recommendations on how to reach your goals
3. Access a list of digital product and service providers who are offering exclusive discounts

SIGN UP

Helping Main Street Go Digital
A free digital "how to" guide to help you grow your business.

DMS shopHERE powered by Google
SIGN UP FOR A FREE ONLINE STORE

ShopHERE provides independent small businesses and artists with a quick, easy and no-cost way to get selling online right away.

THE COVID-19 CRISIS HAS HIGHLIGHTED THE IMPORTANCE OF HAVING AN ONLINE PRESENCE TO SELL GOODS AND SERVICES.

To address this need, Digital Main Street is collaborating with Google, Shopify, Mastercard, Microsoft, Facebook, Intuit Quickbooks, the Government of Canada and the Province of Ontario to build and optimize online stores for small independent businesses and artists in just a matter of days.
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LATER: Fix systemic problems

18. Set appropriate limits on new commercial development.
20. Strengthen community-based banking.
21. Refocus economic development on small businesses.
22. Make zoning more small business-friendly.
23. Consider adopting a formula business ordinance.
25. Promote options for small business owners to own their property.
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