



Business Assistance Plan

This handy plan was put together by the City of Montrose, Colorado, and we felt it might be beneficial for our Main Street programs to enjoy as guide. Minor editing has occurred to make this viable for a larger audience.

Will follow the Main Street model of economic development with primary focus on promotions and economic vitality.

Events that will occur every week until the disaster is over:

- **Wednesday Morning Business update Zoom Call 8:30 am**
 - 30 minutes
 - Recorded for later viewing
 - Will include employment, business relief, and local economic boosting ideas
 - Will include a sheet of resources emailed to registered attendees each week
 - Ask Forum to invite their crown to virtually attend- we will share an agenda each week
- **Fridays- YOUR CITY Dines-In (With Take-Out) Night**
 - Facebook event
 - Encourages locals to get take-out or delivery on Friday nights
 - Gives restaurants a way to advertise
- **Saturdays- YOUR CITY Buys Local**
 - Facebook event
 - 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
 - Helps local retailers advertise
- **We are the Lunch Crowd**
 - Large local employers to 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)

How we will communicate this:

- Social media
- Email lists
- Newspaper
- Radio
- Other