

COVID-19 Crisis Main Street Checklist

Supporting the Local Economy



As the COVID-19 crisis continues to develop, we've gathered some quick tips, ideas, and inspiration that your Main Street program can implement to keep your community supporting local while social-distancing or isolating.

#SupportLocalSafely

Tips for Main Street Programs

- ✓ Be sure to follow updates from your [state's public health department](#)
- ✓ Gather a list of businesses that are currently offering online shopping, and heavily promote the list to the public
- ✓ Create a directory of restaurants that are providing take-out and delivery services, and heavily promote the list to the public
- ✓ Encourage businesses that are not on those lists to create or enhance their online shopping experience
- ✓ Be sure businesses are intensifying their social media presence, and amplify their posts on your own social channels
- ✓ Research business interruption insurance and disseminate information to your business owners
- ✓ Learn what creative initiatives your businesses come up with to promote their products during this time of social distancing; share those ideas with other businesses in your community, state, and national networks
- ✓ Highlight the value and reliability of locally sourced products and local supply chains on all communication channels
- ✓ Partner with local health authorities to help deliver public health updates

Tips to Share with Main Street Businesses

- ✓ If your business is staying open, publish commitment to public health and outline actions for ensuring a clean facility and healthy staff; have hand sanitizer available for customers and latex gloves available for employees
- ✓ Offer digital gift cards that customers and patrons can buy now and use later
- ✓ Start, maintain, and enhance business webpages, online shopping opportunities, and social media presence
- ✓ Keep customers updated on new experiences or products you'll offer when conditions improve
- ✓ Develop customer membership programs, such as "subscribe and save" on delivery or pick-up of coffee beans, fresh produce, etc.
- ✓ Develop online shopping list services. For example, many grocery stores offer grocery pick-up or delivery to customers who submit shopping lists online.
- ✓ Offer digital services and support to virtually sell, answer questions, and provide customer service
- ✓ Keep it lively! Offer trivia nights via livestream and provide virtual tours of your shop

For additional resources, please visit mainstreet.org/covid19resources