DOWNTOWN SAC

SUPPORT LOCAL!

STATUS: LEGAL ORDER TO STAY HOME BEGINS AT 11:59 P.M. ON MARCH 19, 2020

WE ARE IN THIS TOGETHER
BUSINESS SUPPORT | TOOLKIT

To slow the transmission of the coronavirus (COVID-19), Sacramento County issued new directives for all individuals living in the county to stay home, except for essential activities. The legal order is effective at 11:59 p.m. on March 19, 2020. For most people, this means they are required to remain home and only leave for necessary activities like getting food and/or supplies.

As the response to this public health emergency escalates, downtown businesses are feeling direct economic impacts from business closures, event cancellations, and layoffs. We know many of our local businesses are struggling financially. To guide you during this time of uncertainty, Downtown Sacramento Partnership developed this toolkit with helpful resources, tips and digital assets to help you make ends meet while keeping your business, employees, customers and our community safe. *TIP: Jump to the most relevant section(s) for you by clicking on the teal headers below.*

As this situation is rapidly evolving, we encourage you to stay informed:

- Call **2-1-1** or visit **Sacramento County's Department of Health Services** for general information or questions about COVID-19 in Sacramento at www.saccounty.net/COVID-19.
- Visit the **California Dept. of Public Health** for updated guidelines for employers, workers, and families at https://www.labor.ca.gov/coronavirus2019/.
- Learn about new resources from the **City of Sacramento** at https://www.cityofsacramento.org.
- Stay up to date with us at www.DowntownSac.org/COVID-19 and sign up for our email lists for the latest information.

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Produced by DOWNTOWN SACRAMENTO PARTNERSHIP
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STOREFRONT SAFETY

While many essential businesses may try to stay open, many will also elect to conserve resources. If you close and/or vacate your business for an extended period of time, follow these important steps for crime prevention.

- Email Downtown Sacramento Partnership to share an email and phone contact that should be utilized in case of emergencies.
- To avoid attracting negative activity at your business, if you choose to post an exterior sign to notify customers you are closed, please add this important language: ***This space is monitored by the Sacramento Police Department.***
- Tape an interior-facing phone contact list at all entry and exits into your business to provide quick contacts for first responders. This should not be visible from the exterior.
- Notify your alarm company of the extended absence and ensure they have accurate contact information for your business. If you receive an alarm call, do not cancel it.

COVID-19 RESOURCES

Understanding what businesses, employers and employees affected by the COVID-19 pandemic may be eligible for to make ends meet can be confusing.

Reduced Work Hours:

- If you have reduced hours or shut down operations due to COVID-19, apply for Unemployment Insurance (UI) Work Sharing with the California Employment Development Department (EDD).

Closure or Layoffs:

- Review the Rapid Response Factsheet for early intervention assistance to help avert potential layoffs and immediate on-site services to assist workers facing job losses.

Employee Assistance:

- Employees that have their hours reduced or are laid off can also file an Unemployment Insurance (UI) claim to provide partial wage replacement the first week.
- Employees can learn about resources from the State of California regarding paid family leave, disability insurance, and paid sick leave at www.labor.ca.gov/coronavirus2019/.
- The Sacramento Central Labor Council is helping local workers navigate the unemployment process. Employees should call the hotline for assistance at 916-927-9772.

Rent Relief:

- The Sacramento City Council also recently adopted a temporary ban on residential evictions and a moratorium on evicting commercial tenants unable to pay rent due to COVID-19. Additional details will be available soon, contact your landlord.

Tax Assistance:

- Employers may be eligible for up to a 60-day extension to file state payroll reports and/or deposit state payroll taxes without penalty or interest. A written request for extension must be received within 60 days from the original delinquent date of the payment or return.
- For questions, employers may call the EDD Taxpayer Assistance Center toll-free at 1-888-745-3886 or for Hearing impaired (TTY) at 1-800-547-9565.
- The IRS has also published steps for COVID-19 relief to help taxpayers, businesses and others affected.

For additional employer resources, including information about reduced work hours, closure or layoff, and tax assistance, visit the Sacramento Metro Chamber's COVID-19 hub online at https://rapidresponse.metrochamber.org/.

SMALL BUSINESS & NON-PROFIT LOAN PROGRAMS

The COVID-19 pandemic is already hurting small businesses and non-profit organizations whose revenues have fallen off. Several loan programs are now available to mitigate the impact.

SBA Assistance:

- The U.S. Small Business Administration is offering low-interest Economic Injury Disaster Loans of up to $2 million to help meet financial obligations and operating expenses.
- Receive disaster assistance information and download applications at https://disasterloan.sba.gov/ela or call SBA at 800-659-2955.

Sacramento Economic Relief Fund:

- Applications are now open to access 0% interest loans of up to $25,000 per business/organization from the City of Sacramento's $1 million mitigation fund.
- For a list of frequently asked questions, eligibility requirements, and apply, visit https://cityofsac.forms.fm/covid19-relief/.
- For additional small business resources, visit the City of Sacramento Office of Innovation & Economic Development at www.cityofsacramento.org.

Facebook Small Business Grants:

- Soon, Facebook will begin offering $100 million in cash grants and ad credits for up to 30,000 eligible small businesses. Visit www.facebook.com/business/ for more.

View additional small business resources compiled by the California State Treasurer's Office here.

CROWD FUNDING

Take advantage of local efforts to address the economic impacts of COVID-19 on local small businesses and non-profits.

Online Gift Certificates:

- Encouraging customers to purchase gift certificates that can be used when you re-open is a great way to get cash in the door quickly and/or build awareness for your business online.
- Your current POS system may include online gift card functionality, activate and share it. Remember to email us so we can share too!
- Through Kabbage Payments™, any business can sign up to sell gift certificates online, and anyone can purchase them to support your business.
- Once registered for a free account, you can send a custom link to customers and/or large corporations to buy gift certificates of any amount. *(see marketing tips for best practices)* Revenue is deposited as early as the business day after purchase.
- Learn more about the service and sign up for Kabbage today!

GoFundMe – Help Save Local Restaurants:

- Mayor Steinberg, Region Restaurants and local business groups established a GoFundMe page to accept donations from the public to support the survival and re-opening of locally owned and independent restaurants and bars.
- To apply for funds, email Orlana Van Zandt at orlana@regionbusiness.org.
- Distribution of funds will be overseen by Sacramento's business organizations under the advisement from the Mayor's office.
- Contribute or share here.

Start Your Own Fundraiser:

Several online platforms are available to help you raise donations:

- GoFundMe: https://www.gofundme.com/c/act/covid19
- Venmo: https://venmo.com/business
- PayPal: https://www.paypal.com/us/webapps/mpp/payment-methods

PROTECTING CUSTOMERS

The California Dept. of Public Health (CDPH) has issued guidance for restaurants, bars, wineries, food trucks, grocery stores, and farmers' markets to protect against the spread of COVID-19 in the community.

Best Practices:

- Employees should continue best hygiene practices, including washing their hands often with soap and water for at least 20 seconds.
- Increase frequency of cleaning and sanitizing per CDC Environmental Cleaning and Disinfection guidance of all hard surfaces, including tables and counter tops that are being utilized by employees and patrons during pickup/delivery options.
- For additional information on protecting workers from COVID-19, refer to Cal/OSHA.

Workplaces:

- Workplaces and businesses should implement telecommuting and teleconferencing for their employees, where appropriate and feasible.
- Only those employees performing essential duties that cannot be performed by telecommuting should physically come to work.

Retailers (non-restaurant):

- Retailers that provide essential duties include, but are not limited to, those that provide food and other necessities of life for economically disadvantaged or otherwise needy individuals, banks and related financial institutions, gas stations and auto-related facilities, and more.
- Retailers should consider drive-through or other pick-up/delivery options.

Restaurants/Cafeterias:

- Restaurants should be closed for in-restaurant seated dining and should be open only to drive-through or other pick-up/delivery options.
- Find helpful tips from partners at OpenTable in this blog.

Retail Beverage Service Venues:

- Bars, wineries, breweries and pubs should be closed, except for venues that are currently authorized to sell beer and wine to be consumed off premises. This guidance is not intended to affect production of beer and wine.
- Bars, breweries, pubs, and wineries that include meals provided by a full kitchen should provide delivery or pick-up options only and follow the best practices listed above.

Visit CDPH online for additional guidance. Call 2-1-1 or visit Sacramento County's Department of Health Services for general information or questions in Sacramento and www.covid19.ca.gov for general information about COVID-19.

TAKE OUT & PICK-UP/DELIVERY OPTIONS

Most digital platforms designed to connect customers with pick-up and delivery options are offering discounts and reduced fees to keep orders coming into locally-owned businesses:

YELP + #SupportLocal:

- Yelp has created a new one-stop platform with links to an ever-growing list of businesses offering take out, pick-up and delivery options on the grid. To add your business to the list, email sacramento@yelp.com.

Pick Up Fixe:

- PickUpFixe.com is a soon to be launched service to help the restaurant industry easily manage takeout and curbside service. Restaurants will offer "Prix Fixe" multi-course meals, boxed up, and made available for takeout or curbside pick-up.

GrubHub:

- GrubHub is temporarily suspending the collection of up to $100 million in commission fees from local restaurants for whom it delivers across the nation. Learn more at https://get.grubhub.com/.

DoorDash:

- Through the end of April, independent restaurants can sign up for DoorDash delivery for free and pay zero commissions for 30 days.
- All existing DoorDash and Caviar partner merchants will pay no commission fees on pick-up orders and additional reductions will be available for eligible existing partners.
- More than 100,000 independent restaurant partners will be to DashPass, a subscription program which offers $0 delivery for consumers for free.
- Learn more and sign up for DoorDash at https://get.doordash.com/.

Postmates:

- Postmates is also waiving commission fees for small businesses to use their platform for 30-days. The just-launched pilot just began in Sacramento and will scale as the company evaluates its utility/effectiveness for local merchants.
- Learn more about the platform that enables business owners to set their own menu prices and sign up at http://www.postmates.com/partner.

Uber Eats:

- Uber Eats is waiving delivery fees for the more than 100,000 independent restaurants across it platform. A new feature also allows restaurants of all sizes to opt into daily payments on all Uber Eats orders, rather than the typical weekly billing cycle.
- The company has also launched daily, targeted marketing campaigns—both in-app and via email—to promote delivery from local restaurants, especially those that are new to the app.
- Learn more and sign up at https://www.ubereats.com/restaurant.

GETTING CREATIVE

Whether your business will remain open during these uncertain times or you have suspended operations until further notice, you must adapt to your customers' fears and needs for social distancing to stay relevant. Implement creative strategies while remembering to take all health and safety precautions for yourself, your employees, and others in the community.

Do Good: Unused Perishable and Nonperishable Goods

- Consider your options to adapt your business model. Could you offer limited groceries for pick-up/delivery in place of prepared meals for your neighbors? Can you transition to online or delivery-only enterprises?
- If you have food that needs to be distributed because you cannot utilize it, or need assistance in locating organizations that welcome the food, contact Mikel Davila with the City of Sacramento.

Open for Business: If you're safely open, tell people!

- Meeting customers where they are, which is likely online and on social media, is critical to promoting your merchandise or services.
- Post your hours on social media and update your Google My Business and Yelp profile.
- Notify your e-newsletter distribution list to let your customers know your hours and how to safely order take out, pick-up and/or delivery.
- You can also utilize your POS system, Square, Clover and others to notify customers through their marketing apps. This a great time to share a discount code or gift certificate link to incentivize sales.

Safety First: Give your customers confidence and peace of mind

- Regularly sanitize hard surfaces in your store such as counters and doorknobs throughout the day and share photos of your staff doing so on social media.
- Let your followers know you are offering take out orders, curbside pick-up, delivery and/or online orders.
- Don't just think about instant delivery, consider shipping too! *(if applicable)*

Right Size: Convenient options to maintain social distancing

- Offer box lunches to-go and catering-sized portions of favorite dishes or ready-serve dinners.
- Package ingredients to put together and cook/bake at home like a cake decorating kit or pizza with toppings on the side to assemble at home. Take it one step further:
    - ⇒ Assemble as DIY project kits that offer a simple way to keep idle hands at home busy with minimal social interaction.
    - ⇒ Post video tutorials on cake decorating or pizza making class to complement the take-away item(s).
- Build subscription boxes with varying contents each week/month to encourage repeat business.

Digital Marketing: Reach your customers where they are

- Put your best digital foot forward. Update photos, online shopping tools and copy on your website.
- Post high-quality photos of your merchandise or new specials throughout the day on social media and offer online ordering via phone or social media.
- Take shoppers on a video virtual tour of your store to spark interest in your products. Don't forget to share how to order online!
- Try hosting a webinar or organize live sessions on social channels such as Facebook or Instagram. *(see social media tips for best practices)*
- Facebook for Business recently published an online guide to help businesses build reliance.

"GRAB & GO" ASSETS

To help you tell the world you're open, we've created helpful graphics sized for social media in this Dropbox folder. To help you incorporate into your social media, we've drafted copy you can personalize:

Open for business: We are still OPEN for delivery or curbside pick-up.
Add information about:

- Today's store hours
- Today's special or offers
- Where to order (online, by phone etc.)
- Include hashtags! #BeSafe #SupportLocal

Business closed: Our doors might be closed, but you can still support us!
Add information about:

- Online ordering, delivery and/or shipping
- Online gift cards or donation pages
- Special offers

NEW curbside parking options!
The City of Sacramento has added 10 new temporary curbside pick-up parking spaces in downtown! Locations are subject to change to be closest to businesses offering pick-up so be sure to keep an eye out for the parking signs like the graphics in this Dropbox folder.

SOCIAL MEDIA

To encourage your customers and social media followers to support you how you need it most, we've gathered some tips and best practices. Additionally, a private Facebook Group has also been created for downtown businesses to share ideas and resources, post updates on hours and online gift card links, ask questions, and more. To request to join*, visit COVID-19 Business Support.

**This group is exclusively for owners or primary managers of businesses in the Downtown Sacramento Partnership boundaries.*

Stay Engaged:
Be sure to stay up with your followers across social media platforms, encourage them to snap, tag and share and don't forget to tag Downtown Sacramento Partnership in posts for resharing:

- Facebook: @GoDowntownSac + @OldSacramento
- Instagram: @DowntownSac + @OldSac
- Twitter: @DowntownSac + @OldSacramento

Join the Conversation: #SupportLocal + #DowntownSac + #OldSacramentoWaterfront

Stay in touch with your customers.

- Now is the best time to engage. Like, comment and reply to direct messages in a timely manner.
- People will be reaching out to ask if you are open, hours, delivery options, etc. Make sure you are posting frequently to keep your customers informed!
    - ⇒ **Tip:** Don't forget you can "pin" important posts on Facebook and Twitter.

Host an online event.

- Using Facebook Live, YouTube, or Instagram Live, engage your viewers on a LIVE platform to encourage them to tune in and support.
- Create a fun graphic to show your hours, what you offer, how your audience can support you! Canva has templates that are quick and easy to create or use the graphics we have provided you in this toolkit.
- Make sure you tag @DowntownSac so we can help amplify and promote! We are here to support you.

Prepare a customer service plan.

- Be responsive and transparent with your customers during this challenging time.
- Consider drafting consistent replies that you can easily copy and paste.
- Connect with your customers in real time using direct messaging.
- Provide a list of FAQ's on your social pages or on your website so your customers can easily have the answers they need.
- Make sure to keep your audience informed about the measures you are taking to make sure your business and products are safe, how are you handling customer inquiries, etc.

STAY UP TO DATE

Since 1995, Downtown Sacramento Partnership has served as the voice of downtown, led the revitalization for the urban core, and has been a driving force in moving Sacramento forward. We are a Property Based Improvement District (PBID) established by property owners to initiate economic development and marketing initiatives as well as an enhanced level of service for downtown Sacramento, including the Old Sacramento Waterfront.

The health and safety of our community is our number one priority. Our Public Space Services team continues to maintain regular operating hours and deployment to keep downtown “clean and safe.” We have taken several additional precautions, including increased frequency of cleaning and sanitizing with a focus on high-touch and high-traffic areas.

As the spread of COVID-19 continues to impact our region, are working closely with our state and local partners to encourage customers to safely support and patronize the businesses in our district responsibly and in accordance with published guidelines.

For more information about downtown Sacramento, as well as additional resources to grow your business, visit DowntownSac.org.

Together we can all support one another!