



SUPPORT LOCAL!



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 Sacramento County Public Health order is effective until July 14, 2020, unless extended. This reinforces that individuals should stay home and extends the terms of the order to increase social distancing and reducing person-to-person contact to further slow transmission of COVID-19.

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 at www.saccounty.net/COVID-19.
- Visit the **California Dept. of Public Health** for updated guidelines for employers, workers, and families at www.labor.ca.gov/coronavirus2019/.
- Learn about new resources from the **City of Sacramento** at www.cityofsacramento.org.
- Stay up to date with us at DowntownSac.org/COVID-19 and [sign up for our email lists](#) for the latest information.

COVID-19 RESOURCES
PROTECTING HEALTH
DOWNTOWN PARKING OPTIONS
"GRAB & GO" ASSETS

STOREFRONT SAFETY
E-COMMERCE OPTIONS
GETTING CREATIVE
MARKETING TIPS

COVID-19 RESOURCES

The COVID-19 pandemic is already hurting small businesses and non-profit organizations whose revenues have fallen off. Understanding what businesses, employers and employees may be eligible for to make ends meet can be confusing.

For information about loan programs now available to mitigate the impact to small business as well as information about programs available to support businesses with tax assistance, reduced work hours, closure or layoff, telephone hotline, and more, visit the Rapid Response Hub for a complete list of resources RapidResponse.metrochamber.org.

New federal, state and local relief programs are available for small businesses including low to no interest loans, grants and support services. **Visit our [website](#) for more a complete list of additional resources.**

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. We encouraged you to also complete and email us this [Trespass Notice](#) form to 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 use this [standard window signage](#) and 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.
- Do **not** pull your shades, board up windows or obscure the view into your business and keep the lights on to maintain clear sight lines for patrol.
- Empty cash drawers and inventory shelves and clearly display facing windows.
- 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.
- Check your business regularly - at least 1-2 times per week - to ensure that it is secure.

Visit our [website](#) for more ways to keep your property safe.

PROTECTING HEALTH

To protect workers and customers, the Sacramento County Public Health Order requires essential businesses to adhere to “social distancing,” or ensure that their workers are distanced at least 6 feet apart from one another. Essential businesses are also required to:

- Prepare a “Social Distancing Protocol” for their facilities [using this template](#).
- Provide a copy of the Protocol to each employee performing work at the facility.
- Provide evidence of the implementation of the Protocol (post the Protocol in public view).

For further guidance on whether your business is essential, look at of the [Public Health Order](#) and [FAQ](#).

The California Dept. of Public Health (CDPH) has issued guidance below for restaurants, bars, wineries, food trucks, grocery stores, and farmers' markets to protect against the spread of COVID-19 in the community. More recently, the Governor announced that employees working at essential businesses should have access to wash their hands every 30 minutes.

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:

- 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.

E-COMMERCE OPTIONS

Your current POS system may include online ordering functionality, activate and share it. 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 + GrubHub:

- For restaurant clients that offer delivery and/or takeout, [Yelp is providing](#) \$100 in free search advertising.
- 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/>.

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.

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 its 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>.

Shopify:

- Shopify is an e-commerce platform that is now offering an extended 90-day trial for new customers. Options include gift cards, local pickup and delivery and email marketing. Learn more at www.Shopify.com/covid19.

Square:

- The online commerce platform is now waiving April subscription fees for existing sellers who currently use Square Appointments, Retail, Restaurants, Loyalty, Team Management, Payroll, Marketing, and Square Online Store. Learn more at www.squareup.com.

Kabbage:

- 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. Revenue is deposited as early as the business day after purchase.
- Learn more about the service and [sign up for Kabbage today!](#)

Start Your Own Fundraiser: Several online platforms are also 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>

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.

Remember to [email us](#) so we can share too!

NEW DOWNTOWN PARKING OPTIONS

In partnership with the City of Sacramento Parking Services Division and Councilmember Steve Hansen, Downtown Sacramento Partnership has secured new temporary options to reduce parking barriers for your customers and employees.

For your customers:

- Promote the 12 new temporary (and free) [curbside pick-up zones](#) downtown for customers to conveniently pick up their orders.
- On-street, metered parking is temporarily free after 4:30 p.m. on weekdays and all-day Saturday and Sunday, including the Old Sacramento Waterfront. (*posted time limits still apply*)
- Find \$6 flat rates in all city garages for people that park before 10 a.m. and exit the garage after 4 p.m. Visit [SacPark.org](#) for garage locations.

For your employees:

- Promote discounted validation codes to employees of businesses located in the Downtown Partnership boundaries.
- These validations are intended to be used only by those employees in city-owned garages ([see locations here](#)).
 - \$3 for 4 hours of parking
 - \$5 flat rate for daily parking
- Email us at dsp@downtownsac.org to access vouchers.
- Please note this does not allow for continuous multiple-day parking sessions.
- The standard garage rate is \$1.50 per hour or fraction thereof if a validation is not used. Each garage has
- a different max rate so stress that it is the employee's responsibility to use a validation at the time of transaction. *Refunds will not be issued for discounts not used at the time of transaction.*

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? Would you accept payment to feed essential employees, first responders and/or healthcare workers?

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)*

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.
- Email us at dsp@downtownsac.org or tag us in social media (@downtownsac) with updates to hours, online ordering options, etc.
- Fill out the community open listing forms to be included:
 - Yelp's new [one-stop platform](#)
 - [KCRA](#) – Shop local
 - [CBS13](#) – Staying open
 - [Sacramento Bee](#) – Business changes
 - [Entercom Radio](#) – Operation Local
 - [Bonneville Radio](#) – Sac Open for Business
 - [KFBK](#) (iHeart Radio) - #SupportSacramento
- 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.

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 [12 new temporary curbside pick-up parking spots](#) in downtown!

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,

Utilize new Instagram features to help your business.

- [Instagram](#) has rolled out a new feature for small businesses to share gift cards, food orders, and fundraiser stickers on your profile.

ADVERTISING FOR YOUR BUSINESS

If you're a brick-and-mortar retailer that's adapted for pick-up and delivery options or moved completely online, your business may be experiencing a dramatic (and unexpected) increase in online traffic and sales as a result of recent events. As this situation evolves and customer behavior changes, online advertising is one way to keep your current and potential customers up to date. Remember to be strategic in your response to continue to meet the needs of your customers.

Promote your business: Leverage your business activity!

- If you've got a product that's been particularly popular, consider setting up **social media** ads to boost awareness among your existing customers—and brand new audiences, too.
- With **Google Ads**, you can communicate the information that you think is most relevant to them during this time, like changes to your offerings, inventory, or hours.
- Take advantage of advertising partnerships negotiated by Downtown Sacramento Partnership in the following outlets. **Email us** for details!
 - Marquee Media digital billboards (no cost!)

Adjust frequently: Take advantage of digital tracking to optimize your campaigns

- Are you seeing increased traffic to your website because the content you offer is resonating right now? Be sure to **capture that data** so you can use it to make informed marketing decisions (while staying true to your brand) down the road.

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!