

# PDC Listening Session #5

## April 15<sup>th</sup>, 2020 – 12:00 PM

Listening sessions to hear from all of you on the most recent updates, issues, and creative solutions that you are dealing with in your communities.

# Main Street America

Information on [advocacy efforts](#), [federal and national resources](#), [Main Street-specific tools](#) – including [tip sheets](#), [funding programs](#) and [webinars](#) – and an [interactive community response map](#)

- **[Stand Up for Main Street](#)**. Patrice Frey, NMSC's president and CEO, recently shared a letter, urging our Network to join us in supporting our partners at [Small Business Majority](#), [NFIB](#) and the [National Council of Nonprofits](#) to ensure financial support is available to small businesses and Main Street nonprofits during the COVID-19 crisis.



SHOW YOUR **SMALL BUSINESSES** LOVE TODAY.

**SPEND LOCAL SAFELY.**

Buy a gift card

Shop over the phone

Put an item on hold

Shop online

Leave a review

Promote on social media

Maintain subscriptions

**#SUPPORTLOCALSAFELY**



## COVID-19 Crisis Main Street Checklist

Supporting Each Other



As the COVID-19 crisis continues to develop, we've gathered some quick tips, ideas, and inspiration about ways we can all support one another through this uncertain time, both locally and nationally.

### Sharing Information

- ✓ **Share accurate information** regarding the pandemic and health precautions. Refer to the Centers for Disease Control (CDC) for up-to-date information as well as your local health authorities.
- ✓ **Language matters.** Refer to the pandemic as Coronavirus or COVID-19—not "Chinese Flu." Doing so is misleading, scientifically inaccurate, harmful to Chinese communities.
- ✓ **Amplify opportunities to support local businesses.** There are [several funding programs](#) being set up across the nation to help support local economies. Share these programs as well as the latest information regarding your businesses. Check out [this tip sheet](#) for more ideas.
- ✓ **Use your communication channels to help the most vulnerable.** For example, some grocery stores are setting aside hours specifically for the elderly and other immunocompromised people. Be sure to let your community know which stores are offering those special hours, and when.

### Sharing Resources

- ✓ **Donate blood.** There is a severe blood shortage due to an unprecedented number of blood drive cancellations during this pandemic. Host a blood drive or [give blood](#).
- ✓ **Share canned foods.** Donate canned foods to those in your community who are struggling to afford groceries as well as those that are immunocompromised and unable to shop in grocery stores.
  - Donate to food pantries
  - Create a makeshift free foods table
  - Place canned goods in Little Libraries
- ✓ **Donate to organizations** providing resources for others affected by COVID-19, if you have the resources. Consider giving to your local and national disaster relief partners as well as organizations that support those who are facing food insecurity.

### Celebrating One Another

- ✓ **Highlight and thank the essential workers.** Be sure to share the love to health care and public health workers; law enforcement, public safety, and first responders; food and agriculture workers, especially those working to keep grocery stores stocked; energy employees; water and wastewater workers; transportation workers; and others.
- ✓ **Give Kudos.** Let us know about the people in your towns or across the nation who deserve a kudos! From peers who shared a great idea on The Point to volunteers who stayed up all night to design a COVID-19 flyer, we want to highlight those who are spreading joy and support. Simply fill out [this form](#) and we will share your kudos on our social channels.

For additional resources, please visit [mainstreet.org/covid19resources](https://mainstreet.org/covid19resources)

[←](#) [#FocusOnLocalChallenge](#) [↗](#)

### Roundup

 ☆ [Share](#) [Full Screen](#)

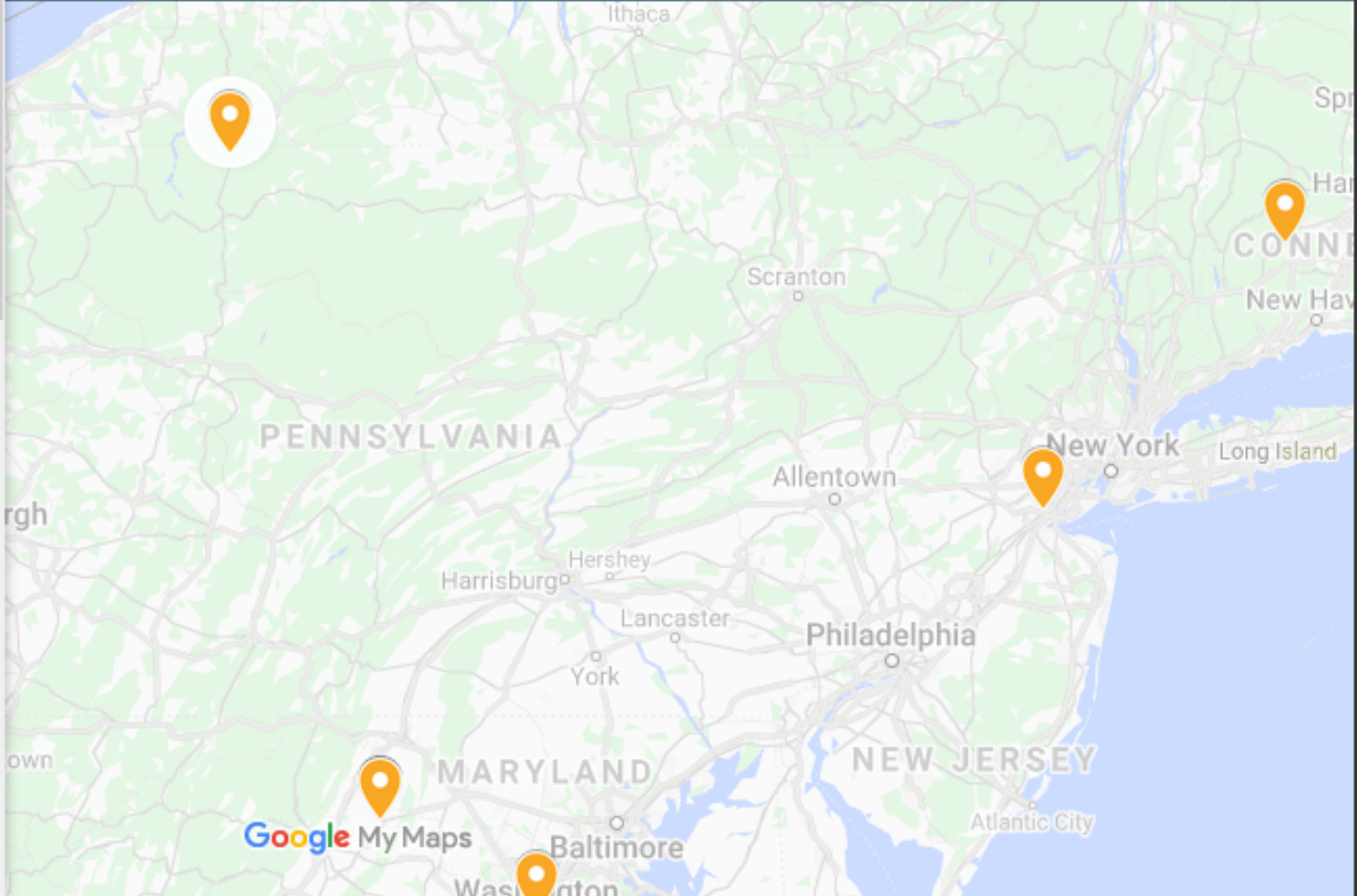
Title  
**#FocusOnLocalChallenge**

City  
**Bradford**

State  
**Pennsylvania**

Organization  
**City of Bradford Main Street**

Community Response  
The Bradford Main Street Program is holding a contest in an effort to promote the #FocusOnLocalChallenge. This challenge aims to support local businesses through these trying times. We strongly recommend that everyone follow Governor Tom Wolf's current recommendations for staying safe



A map showing the state of Pennsylvania and surrounding regions. Several orange location pins are placed on the map: one in the northwest corner of Pennsylvania, one near Harrisburg, one near Philadelphia, one near New York City, and one near Washington D.C. The map includes labels for major cities like Ithaca, Scranton, Allentown, Harrisburg, Lancaster, York, Philadelphia, New York, Long Island, New Haven, and Atlantic City. State names like PENNSYLVANIA, MARYLAND, and NEW JERSEY are also visible. The Google My Maps logo is present in the bottom left corner of the map area.

<https://www.mainstreet.org/howwecanhelp/resourcecenter/covid19resources#tipsheets>





**MAIN STREET  
AMERICA**

Nationally recognized.  
Locally powered.™



## THE IMPACT OF COVID-19 ON SMALL BUSINESSES

Findings from Main Street America's Small Business Survey



**National Main Street  
Center**  
A subsidiary of the  
National Trust for Historic Preservation

<https://www.mainstreet.org/blogs/national-main-street-center/2020/04/14/just-released-data-from-the-survey-on-the-impact-o>

# MAINSPOTLIGHT



April 14, 2020

**Just Released: Data from The Impact of COVID-19 on Small Businesses Survey**

Interactive Map  
w/ Community-  
Specific Data  
with >5  
respondents

## Impact on Main Street Programs

**New NMSC Survey: [The Impact of COVID-19 on Main Street Programs](#).** The NMSC is interested in hearing from Main Street program directors as you cope with challenges to your organizations and your communities. [Please take this survey](#) to let them know what you're going through, how you're coping with this crisis, and what resources would be most helpful to you right now.

**Survey closes on Friday, please take it ASAP!**

# HELP YOUR LOCAL BUSINESSES WEATHER COVID-19

They Need Our Support.



## → BUY LOCAL.

Lots of small businesses have online storefronts. Many offer home delivery too. You'll not only get your products faster than if you order them from an online megastore, but you'll also be helping the small businesses you love stay in business.

## → BE FLEXIBLE.

Order online from your favorite local restaurants, then pick up curbside. Take your fitness classes by Zoom. No matter how your favorite businesses are offering goods and services now, keep supporting them with your purchases.

## → BE GENEROUS.

Tip well. Spread the news (safely) about the great service you're getting from your small businesses. Leave positive reviews online (small business owners could really use some love right now). Donate to your favorite businesses through crowdfunding.



## SPEAK OUT.

Small businesses need quick stopgap government grants. The cost is a fraction of what it will be if we don't act now. Call your elected officials.

Join us in advocating for strong local economies.  
Visit the Independent Business Initiative at the Institute for Local Self-Reliance.  
[www.ilsr.org/independent-business](http://www.ilsr.org/independent-business)

**ILSR**  
INSTITUTE FOR  
LOCAL SELF-RELIANCE

Institute for Local Self-  
Reliance -  
<https://ilsr.org/covid-19-how-you-can-help-save-our-locally-owned-businesses/>



# Legislative Update

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- [House Bill 2404](#) – **Rep. Isaacson & Rep. Summer Lee** - An Act amending the act of April 6, 1951 (P.L.69, No.20), known as The Landlord and Tenant Act of 1951, in preliminary provisions, providing for effect of declaration of disaster emergency.
- It will provide an exemption from eviction for workers who are unemployed, separated from their employment or unable to find employment when an epidemic or pandemic requires the Governor to declare a state of emergency. Landlords in violation will face penalties.
- Other updates?

# COVID-19 ECONOMIC IMPACT AND RECOVERY FUNDING

## Request for Ideas (RFI)

*Please email questions about the RFI to [rkmf@rkmf.org](mailto:rkmf@rkmf.org).*

*Check this [RFI Questions and Answers](#) page to view all RFI-related questions and the Foundation's response.*

*[Click here to download the form](#) required to submit a response to the RFI.*

# PDC Updates

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- Working with PANO to provide direction & assistance for virtual board meetings and managing board minutes.
- Should be available for PDC member viewing early next week.
- Have a meeting scheduled with the Governor's office to discuss how Main Street and Elm Street programs are situated to be part of the solution to the current situation.

# REMI Webinars

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- using the REMI model to evaluate the economic and fiscal shifts expected at all levels of government, as well as exploring the key types of disruptions associated with the COVID-19 pandemic.
- will provide technical support and modeling guidance to all those who are in the process of projecting the impact of COVID-19 on their regional economy.
- Tuesday, April 21st: 2:00 to 3:00 pm (ET)
- Tuesday, April 28th: 2:00 to 3:00 pm (ET)

<https://register.gotowebinar.com/rt/8115058124944469261>

# **Stabilizing our Corridors-Community Crowdfunding during COVID-19: Wednesday, April 15<sup>th</sup> – 2:30 PM (today)**

**Topiltzin Gomez (Chief of Staff of Honeycomb Credit) will help members better understand the ecosystem of COVID-19 small business financial relief resources and discuss the unique role that crowdfunding and investment crowdfunding can play in helping stabilize our Main Street communities.**

- Honeycomb Credit is an investment crowdfunding platform based in Pittsburgh, PA that enables everyday people to make debt investments in local businesses.
- In response to COVID-19, Honeycomb Credit launched a crowdfunded Small Business Relief Loan program to unlock low interest crowdfunded loans to businesses affected by the economic shutdown across the Commonwealth and beyond.



# Upcoming PDC Membership Webinars: For Boards of Designated Programs

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- Monday, April 20<sup>th</sup> – *Board Training – What every Main Street and Elm Street Board member needs to know.*
- Friday, April 24<sup>th</sup> – *Volunteer Development: recruiting, training & celebrating*
- Live for currently designated Main Street & Elm Street Programs
- Recordings will be available for PDC member use

# Upcoming PDC Membership Focused Discussions/Mini-Webinars

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- Tuesday, April 21<sup>st</sup> – 2:00 PM: *Virtual First Fridays – what to do and how to do them!*
- Thursday, April 23<sup>rd</sup> – 2:00 PM: *Local Revolving Loans and Mini-grants – who to partner with, how to fund them & how to structure them*

# Moving Forward – focused discussions/mini-webinars

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- Marketing/Branding Main Street as the “Safe Place to Be” - “we need to help businesses retool their operations for working safely and providing goods and services in a safe fashion in this new environment. Many business owners may not understand how to put safety measures into place.”
- Less crowds, could be more controlled, but need to provide distance
- NMSC is working on a trends presentation for the recovery, and in yesterday’s CDC recommendations for the recovery, there is an indication that there could be some sort of certification for businesses that have special cleaning protocols, hand sanitizer stations, etc.
- Other Topics??