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We work hard for you.

Good evening,

During these unprecedented times we are providing resources to help your business survive and prepare to thrive once this crisis is over.

Please feel free to contact me at any time to assist you or your business. My cell is 313-268-4356 and the best way to reach me.

Isaac D. Kremer
Executive Director
Metuchen Downtown Alliance

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Advice for Businesses

In order to assist our businesses we have put together a list of the following resources to assist you in responding to COVID-19. Please note this **Google Doc** will be periodically updated to reflect any new information that we receive.

Financials

1. Now would be the best time to contact your financial institution and apply for a line of credit because those decisions would be based off the past 3 years. If you wait until it starts affecting your business, then it might be harder to get approved.
2. **New Jersey Small Business Development Center at Rutgers New Brunswick** can assist with developing a business plan, answering questions, and access funding.

3. COVID-19/Novel Coronavirus Information for New Jersey Businesses.

This is where all businesses can get information on all of the things being considered by the state and federal government.

4. New Jersey Business Action Center hotline is available at 800-JERSEY-7

5. NJ EDA Micro Finance Loans

6. Federal SBA Disaster Assistance Loans Re Covid 19, <https://www.sba.gov/>

7. Kiva expanding US loans, <http://www.kiva.org>

8. Grubhub, \$100 million fund for restaurants and workers,
<https://media.grubhub.com/media/press-releases/press-release-details/2020/Grubhub-and-Major-Cities-Across-the-US-Launch-Economic-Relief-Effort-up-to-100-Million-for-Independent-Restaurants-and-Delivery-Partners-Impacted-by-COVID-19/default.aspx>

Workforce Protection

1. US Department of Labor, <https://www.dol.gov/agencies/whd/pandemic>

2. OSHA, <https://www.osha.gov/Publications/OSHA3990.pdf>

3. NJ Department of Labor, <https://www.nj.gov/labor/worker-protections/earnedsick/covid.shtml>

Delivery

1. Already have delivery set up? Great. Make sure your service is listed here on our website. <http://www.downtownmetuchen.org/metuchendelivers/> . If this information is not accurate or needs to be updated contact isaac@downtownmetuchen.org or 313-268-4356 (Cell).

2. Need to set up a delivery service?

Grubhub

Uber Eats - offering no activation fee

DoorDash

Others...

3. Contactless payment

Apple Pay

Venmo

Beyond Main (Note: contact Isaac about how to get set up on this platform)

NJ Dept of Labor Benefits Available for Workers

Important info from the NJ Dept. of Labor: "NJDOLE has created new web pages and printable guides to help Garden State workers and businesses/employers get info on their rights, protections & resources during this unprecedented **#coronavirus** pandemic."

Businesses: bit.ly/2wc58v6

Workers: bit.ly/2waF17G

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COVID-19 SCENARIOS & BENEFITS AVAILABLE				
COVID-19 SCENARIOS	EARNED SICK LEAVE	UNEMPLOYMENT INSURANCE	TEMPORARY DISABILITY/FAMILY LEAVE INSURANCE	WORKERS' COMPENSATION
1 A person who has COVID-19, or symptoms of COVID-19	✓	✗	✓	?
2 Worker was unable to work because of school or daycare closed for a public health reason	✓	✗	✗	✗
3 Worker was exposed and quarantined. Business remains open.	✓	✗	✓	?
4 A person who is out of work because employer voluntarily closed	✗	✓	✗	✗
5 A person who is out of work because employer was ordered closed	✓	✓	✗	✗
6 Worker has less hours available due to business slow down or lack of demand	✗	✓	✗	✗
7 Employer stays open in defiance of public health urging to close, and worker refuses to work	✓	?	✗	✗
8 Worker is afraid of gathering in a group and refuses to go to work (self-distancing)	✓	✗	?	✗
9 Worker is immune-compromised and advised by healthcare provider to self-quarantine	✓	✗	✓	✗
10 Health care worker exposed at work and self-quarantined	✓	✗	✓	✓
11 Worker is caring for a sick family member	✓	✗	✓	✗

✓ YES | ✗ NO | ? MAYBE
(CASE BY CASE)



NJ.GOV/LABOR

The information on this flier is meant to give a general picture of benefits and rights available in certain COVID-19 work-related situations. Documentation may be required.

CREATED: 3.16.2020

Love Metuchen Campaign

1. All businesses are encouraged to push out their virtual classes, e-gift certificates and programs aggressively through your own social media (including boosts that can be done for as little as \$40). Use the hashtag #onemetuchen on whatever platform you use.
2. All promotions and offers should also be pushed out to any of these organizations and sites:
[\[https://docs.google.com/document/d/1rZPVVxAv1YrFYKuSGt4e850Wq3S7o7pw2Xcf4HWG3mc/edit\]](https://docs.google.com/document/d/1rZPVVxAv1YrFYKuSGt4e850Wq3S7o7pw2Xcf4HWG3mc/edit)



3. Please also push out the website on the MDA page as well (<https://www.downtownmetuchen.org/love-love-metuchen-do/>). If Metuchen positions itself as the organized, 'virtual' Downtown for service/business/offers during this period, it will likely lead to potential stickiness when we get out of this period.

Other Marketing Ideas



ORDER TAKEOUT
OR DELIVERY



GET CREATIVE
ABOUT SAYING HI!



IF YOU'RE FEELING
SICK, STAY HOME.



PAY WITH PLASTIC
WHEN POSSIBLE



HELP SMALL BUSINESS GET THROUGH THIS!



SHARE HOARDED
SANITIZER WITH
LOCAL BUSINESSES



BUY GIFT CARDS
FOR LATER

CHECK IN WITH
SMALL BUSINESS
OWNERS + EMPLOYEES



SHOP
SMALL
ONLINE



CALL IN
YOUR ORDERS!



UNDERSTAND THE
HARD DECISIONS

CONSIDER SMALL
BEFORE THE BIG GUYS



@COMMONDEER



Call + ask to buy
a gift card over
the phone that
can be used later

HOW TO SUPPORT SMALL LOCAL BUSINESSES FROM HOME



Be patient -
they may be
short staffed



Order flowers
for delivery



Follow for
updates



Purchase items
online to be
picked up later



Ask how you
can help



Email or call
to check in



Promote on
social media

KARIN JORDAN

Small Business Livestream with Rhonda Abrams, daily at 1pm

USA Today columnist Rhonda Abrams will provide her advice for small businesses in a Facebook Live broadcast every day at 1pm. Visit her page and go to the LIVE tab. Tomorrow the theme will be SBA funding for small businesses.

<https://www.facebook.com/RhondaAbramsSmallBusiness/>

See What's Happening Downtown

