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The logo for Downtown Metuchen features the word "DOWNTOWN" in white, uppercase letters above a thin white horizontal line, and the word "METUCHEN" in orange, uppercase letters below the line. The text is centered on a dark blue background, which is part of a larger banner that has an orange horizontal bar at the bottom.

# DOWNTOWN METUCHEN

We work hard for you.

Good afternoon,

This has been a busy week with many additional resources becoming available to support your business, especially as you start planning for reopening.

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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## **A Toolkit to Jump Start the Main Street Comeback**

In addition to **A Toolkit to Jump Start the Main Street Comeback** that we shared with you last week, there are a number of new resources to help your business prepare for reopening. **Reopen Main Street** has a number of suggestions organized nicely by category. The National Restaurant Association has also put out their **Reopening Guidance**.

## **Grow with Google and Other Training Opportunities**

Learn what changes you should make to your Business Profile on Google and general website updates to make in order to serve the needs of your customers, as well as your business during these uncertain times. MDA and the Metuchen Area Chamber of Commerce are jointly hosting a Grow with Google webinar on May 12 from 9:30am-10:30am. We will also share additional tools that can help you with your online presences

as well as staying connected with your customers. Registration Link:  
<https://attendeegotowebinar.com/register/7986894651813288459>

Save the Date for these upcoming training sessions provided by the Metuchen Area Chamber of Commerce. Please contact them for more details.

- May 5: Website Redesign
- May 6, 13 and 20: SWOT Testing & Troubleshooting
- May 19: Take Control of Your Website
- May 26: Mindfulness

## PPP and EIDL

The call center number for EIDL if you have any questions: 1-800-659-2955. There is a backlog of nearly 5 million applications, hence the delay getting responses. The call center number is open 24/7, however, so calling later might work better than during business hours. PPP applications are still being accepted. So be sure to get your application in if you haven't already. The NJBIA held a very informative call about how to qualify for loan forgiveness through the PPP. The full presentation **is here**.

## Feeding the Front Lines

Over 25 downtown businesses have participated in this program that has delivered 1,129 meals. Some highlights include: Feeding 150+ meals weekly to JFK Hospital; 100 custom masks with filter systems have been delivered to Trinitas Regional Medical Center; and 150 hot meals to residents at the Borough's affordable housing units dedicated for Metuchen Seniors. If you are able to, please consider **making a donation** today.

## Additional Resources

- **Coronavirus Information for New Jersey Businesses**
- **Main Street America Covid-19 Resources**
- **Rhonda Abrams Blog** (and also occasional Facebook Live events)
- **Small Business Development Center, Resources for Small Businesses**
- **Small Business Majority, Daily Updates for Small Businesses**

See What's Happening Downtown

