

IN THE MOMENT BEST PRACTICES: THE SEQUEL



WASHINGTON STATE
MAIN STREET
PROGRAM


New resources and ideas are springing up every day. Here are some “in the moment” best practices, as gathered from national leaders and fellow Main Street programs:

KEEP YOURSELF HEALTHY AND INFORMED


For health and safety updates nationally visit the federal coronavirus website by [clicking here](#) and for WA state [click here](#).


Main Street America is updating their [COVID-19 resource page](#) online frequently, which includes info for you and your businesses.


STAY IN TOUCH WITH YOUR COMMUNITY

 **MAKE A MISSION-DRIVEN STRATEGY** for dealing with COVID-19! Remind yourself what makes the most sense for your organization. We can't do everything to solve this crisis but we can continue to be downtown experts and advocates. Olympia Downtown Alliance is focusing on:

1. economic vitality development - for example, hosting online “fireside chats” with business owners or business district agencies
2. promotion campaigns - leverage existing media channels and slogans while incorporating new ones like #shoplocallysafely
3. be an advocate - by communicating the needs of your downtown to decision-makers and keep business in mind in your own decisions


 **TURN FEEDBACK INTO ACTION** like Downtown Bellingham Partnership who heard business owners saying they didn't have the sales revenue to pay rent to landlords. Knowing that rent should reflect sales (Main Street America suggests a rent to sales ratio of 10%) and that our businesses are seeing a sharp dip, Downtown Bellingham Partnership drafted a letter to all landlords asking for relief.


 **TRY A PODCAST** like Rhode Island Ave Main Street who provides perspective on COVID-19 online [here](#). Or be a guest on a business's pod!


 **SURVEY CUSTOMERS** in the community by using Google Forms to provide info to businesses like Harrisonburg Downtown Renaissance.

PROVIDE ISOLATION-SAFE OPTIONS FOR CONNECTING WITH BUSINESSES

We've seen excellent ideas right here in Washington from you, our Main Street leadership!

 **TOGETHER WENATCHEE** is a virtual marketplace and communication hub making the case for shopping local. This initiative is a volunteer team effort led by Empower Dataworks (development and operations), Digital Media Northwest (social media), and Awdience (logo design). It's a reminder that local businesses want to band together, and may just need this example to spark their own hub! [togetherwenatchee.com](#)

 **DEVOTED TO DAYTON** takes the information hub from online out into community. A clear, concise two-sheet printable available from their website it details business hours, what restaurants provide pick-up or delivery, and how to buy giftcards. What's handy about this low-tech method of connecting is it can be printed & mailed or hung in a business's windows. Visit the [Dayton Downtown Task Force](#) website to view.

 **TEMPORARY 15MIN PARKING SIGNS** may seem unnecessary now that parking options are plentiful, but it's a strategic beacon that says “Come here to pick-up food or supplies”! Downtown Walla Walla Foundation partnered with the City to put up their own temporary signs - see them going up by [clicking here](#) - which gave their local design and print shop some much appreciated business as well.

CONDITIONS WILL CHANGE BUT WE CAN ADAPT

We've already moved from social distancing to “**stay home, stay healthy**” which means more of our shops are closing and our communities are asked to refrain from going outside except for essential activities. What are those? Essential activities permitted under Governor Inslee's proclamation ([click here for full proclamation](#)) are limited to the following:

1. Obtaining necessary supplies and services for family or household members and pets, such as groceries, food and supplies for household consumption and use, supplies and equipment needed to work from home, and products necessary to maintain safety, sanitation and essential maintenance of the home or residence.
2. Engaging in activities essential for the health and safety of family, household members and pets, including things such as seeking medical or behavioral health or emergency services and obtaining medical supplies or medication.
3. Caring for a family member, friend, or pet in another household or residence, and to transport a family member, friend or their pet for essential health and safety activities, and to obtain necessary supplies and services.
4. Engaging in outdoor exercise activities, such as walking, hiking, running or biking, but only if appropriate social distancing practices are used.

KEEP CALM AND MAIN STREET ON!