Business Community COVID-19

• Priority one – Communication
  • Emails sent regarding Executive Orders 104 and 107 and use of on street parking for curbside pickup;
  • Madison Marketplace Newsletter sent weekly instead of twice a month;
  • Created webpage with resources for businesses and updating it as new information becomes available;
  • Post information, articles, resources on I Love Madison NJ

COVID-19 CRISIS BUSINESS RESOURCES
Business Community COVID-19

• Marketing Assistance
  • Google sheet initiated by Rachel Barry being updated as necessary;
    • Keeps track of which businesses are open and how they are doing business;
    • Repeatedly shared on social media and link lives on “COVID-19 Crisis Business Resource Page” on Rosenet;
  • Madison Marketplace Newsletter gives businesses the opportunity to share their promotions, specials, etc. and is now being sent weekly;
  • Promotion of the “Virtual Taste of Madison”
Business Community COVID-19

• Business and Community Philanthropic Efforts
  • FLAG (front-line appreciation group) providing meals to medical workers and first responders through our local restaurants;
  • Suburban Shoes “Buy A Pair of Shoes for a Healthcare Worker”;
  • Alfred’s Sport Shop “Together Strong” Campaign. Selling T-shirts to support the COVID-19 Unit at Morristown Medical Center;
  • More coming online daily
Business Community COVID-19

- Madison Main Street Foundation [registered 501(c)(3)] with support of the DDC and Chamber have created the “Madison, NJ Small Business Recovery Grant Program”;

- The Madison Main Street Foundation will match the first $50,000 raised on a 1:1 basis. A GoFundMe Campaign has been created and private donations will be solicited;

- Grant application has been created, will be launched on Wednesday, April 1. It will be shared via email, social media and on the Main Street Business Development webpage;

- Businesses can use the grants for a wide-range of recovery activities including but not limited to:
  - Help with rent costs;
  - Cover operational costs;
  - Help defray marketing costs;
  - Cover employee wages for unperformed work