



MainTM
5



COMMUNICATING
DURING COVID-19



ARNETT MULDROW



We are not our
audience.



Main™

5

MAIN STREET MAD LIBS

We are _____

Organization Name

and we believe in _____

Value

Every day, we _____

Verb

Noun

on behalf of _____

Constituency

in _____

Place

so that _____

Aspiration/ Change that you want to make

JOIN WITH US!

MAIN STREET COMMUNICATION TOOLS



FIVE AUDIENCES OF MAIN STREET

DONORS

OWNERS

PUBLIC

VOLUNTEERS

GOVERNMENT

Sponsors
Donations
Members
Investors
Planned Giving

Business
Building
Property
Developer

Customers
Citizens
Event Goers

Board
Committees
Events
Service
In-kind

Mayor
Council
Schools
County
Police
Fire
Agency
Chambers
CVBs

DONORS

Main
5



- **Event Sponsors** need to be kept in the loop about status of events, refunds, new dates, and how you are communicating
- **Members** need to know what you are doing
- **Investors** need to know how they can give
- **Program Funders** need status updates

Main
5

OWNERS



OWNERS

- **Facebook Group** for downtown businesses to communicate to one another
- **Website List** need to know what you are doing
- **Virtual Ribbon Cuttings** for Online Stores
- **Restaurants** offering Groceries
- Connecting **Delivery** Solutions
- Branded Masks
- Curbside Signs
- Online Store Signs
- Learn now about future supply issues
- Prepare for CARE checks

SBA Disaster Loan Comparison

SYNOVUS®

Small Business Applicant can apply for Economic Injury Disaster Loans and Paycheck Protection Program if there are different use of proceeds for each loan. Funds from the loans cannot be commingled.

	Economic Injury Disaster Loan (EIDL)	Paycheck Protection Program (PPP)
Eligibility	Companies and with not more than 500 employees, including cooperatives, ESOP's, and nonprofit organizations, sole proprietors, the self employed and independent contractors	Companies with the greater of no more than 500 employees, or their applicable employee size standard for their North American Industrial Classification System, 501 (c)(3) non-profits with fewer than 500 employees. Sole proprietors, the self-employed, and independent contractors Must have been in operation as of 2/15/20
Use of Proceeds	Pay fixed debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact.	Payroll, group health benefits, salary and employee commissions, interest on mortgages, rent, utilities, and interest on debt incurred before February 15, 2020.
Maximum Loan Amount	up to \$2,000,000	The lesser of \$10,000,000; OR For companies that have been in business for a year: The average monthly payroll for the preceding 12 months multiplied by 2.5; OR For seasonal businesses: Avg. total monthly payroll costs for a 12-week period from 3/1/19– 6/30/19 multiplied by 2.5; OR For companies that were not in business before the period February 15, 2019 – June 30, 2019: The average monthly payroll for the period January 1, 2020 through February 29, 2020 multiplied by 2.5; And The outstanding amount of any emergency loan made from 1/31/20 until 3/27/20.
Limitations on Payroll	None	Payroll costs excludes compensation paid to individuals including the self employed, above \$100,000
SBA Guaranty Fees	None	None
Rate	3.75% for profit 2.75% non-profit	no more than 4%
Term	Up to 30 years. Terms case-by-case	10 year term after forgiveness
Payment	Deferred for one year	Deferment permitted for up to one year
Personal Guarantee	Loans over \$200,000 will require a personal guarantee	None
Collateral	Collateral required on EIDL over \$25,000; UCC on all business assets and possibly real estate	None
Forgiveness	An advance of \$10,000 will be provided as a grant within three days of application and is not required to be repaid if loan denied	Equal to the amount spent by the borrower during an 8-week period after the origination date of the loan on payroll costs, interest payment on any mortgage, rent, utilities, or other interest. Forgiveness amount will be reduced by multiplying the loan amount by: Current FTE's divided by FTE's from 2/15/19 to 6/30/19; or FTE's from 1/1/20 to 2/29/20 Additionally, forgiveness amount is reduced by pay reductions in excess of 25%.
Where	US Treasury disasterloan.sba.gov	Banks, our Paycheck Protection Program page: https://www.synovus.com/covid-19/paycheck-protection-program/

Main
5

PUBLIC



- **Door Dash for Downtown** for downtown businesses to communicate to one another
- Market what is **open**
- **Video Tours** of stores- Stories
- THIS IS YOUR TIME TO SHINE

WOODSTOCK *Shopping Options*

	Products Listed Online	Call-In for Pick-Up	Delivery	Business As Usual	Limited Hours	Closed Temporarily
7 East Gallery					•	
The Virginia Farmhouse	•	•		•		
Beidler's Furniture	•		•	•		
Cabin Hill T's				•		
Clothes Closet				•		
Community Theatre						•
Divine Consign					•	
Finks' Jewelers				•		
Fort Valley Nursery	•			•		
Four Star Printing	•			•		
Furry Friends				•		
LB's Shoe Repair/The Carpetbagger	•			•		
Mountain View Lanes						•
Nate + Main						•
On Second Thought				•		
The Pantry at 117	•	•		•		
PJ Designs	•			•		
Rockingham Co-op	•	•	•	•		
Shenandoah Sew and Vac					•	
Shenandoah Stuff						•
Spring Hollow Antiques						•
Suzanne's Studio			•			•
Three French Hens						•
Three Thirty 3 Designs	•			•		
Travelers Treasures						•
Valley Flower Shop	•	•	•	•		
Valley Treasures				•		
Woodstock Antiques and Pawn				•		

WOODSTOCK *Dining Options*

	Dine-In	Delivery	Take-Out	Curbside	Closed Temporarily	Contact
Asian Spice					●	459-8815
Ben's Diner					●	459-4322
CaraMELized	●		●	●		459-8181
China Wok (both locations)			●	●		459-7815/459-2885
Happenings	●	●	●	●		975-2572
Italian Touch		●	●	●		459-8785
Las Trancas	●		●	●		459-1622
Mary's Botanitas					●	335-7916
Muse Vineyards			●	●		459-7033
Paisanos			●	●		459-8756
Pizza Bella	●	●	●			459-5363
Shaffer's		●	●	●		459-3744
Spring House Tavern					●	459-4755
The Italian Job		●	●			459-7511
Woodstock Brewhouse	●		●	●		459-2739
Woodstock Café			●	●		459-8888
Woodstock Garden Café	●		●	●		459-8226

Restaurants with dine-in service have a 10 seat max which may cause them to turn away customers if they have reached the seating limit.

PUBLIC

THE GREAT AMERICAN TAKEOUT2

Guy
Fieri

NATIONAL
RESTAURANT
ASSOCIATION
EDUCATIONAL FOUNDATION



Wednesday, April 1, 2020 | 8-10pm

Shoppers:

- **Tag** your favorite retailers on Twitter, Instagram and Facebook
- **Tune in** on Wed, April 1, 2020 using Facebook Live, Insta Live, etc.
- **Buy** using safe, secure methods! (e-commerce, Venmo, Paypal, etc.)



Retailers:

- **Promote** the event to your email list, social followers and fans
- **Go Live!** on Wed, April 1, 2020 using Facebook Live, Insta Live, etc.
- **Sell** using safe, secure methods! (ecommerce, Venmo, Paypal, etc.)

#ShoppingNightInAmerica

Main
5

VOLUNTEERS

VOLUNTEERS

- **Virtual Block Captains** for downtown businesses. Set up the system. And make connections.
- Create a **volunteer marketing army**
- **SHARE | LIKE | COMMENT**
- Share Great Experiences

Main
5

GOVERNMENT

GOVERNMENT

- **Stay in the Loop** with the city
- Check in with Public Works
- Support Police
- Use this time to fine tune communications
- Share Library Services
- Let the city say what you can't do, be the voice of what you can do