



GLOUCESTER COUNTY
Economic Development
Opportunity | Synergy | Sustainability

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FOR IMMEDIATE RELEASE
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How to support local businesses during COVID-19

Local business is the backbone of Gloucester's economy. With the COVID-19 pandemic on the minds of citizens across the globe, small businesses everywhere are being impacted. Locally, many small businesses are finding innovative ways of staying afloat during uncertain times.

As consumers, many of us can help support our small businesses from the comforts of our homes, offices, cars, or other means while maintaining social distance.

Consumers are encouraged to buy gift cards for a future purchases that they know they will make. While it is not advisable to go into debt to do so, with some local spots, a gift certificate is as good as cash when you frequent their establishment. Some retail establishments are also running gift card specials.

Another way to support local business is to call your favorite local restaurant or food establishment and order your food to go. If unsure about going inside, ask them to bring the order to your car. Many of these restaurants will be happy that you called and asked for the help instead of skipping the purchase all together. Some local restaurants are even offering discounts or bulk ordering options.

Feel like online shopping? Checkout your favorite local retail stores' Facebook Pages and websites! You might be surprised at how many offer ordering online, delivery options, or would package it up and meet you outside at your car.

If you are a business owner or work with a non-profit, consider advertising your specials, updates or changes with your local radio stations, newspapers and media. A rising tide lifts all boats!

Other ways to help could include:

- Thinking about insurance for your car, home, umbrella or other? Call a local insurance

agent for a quote or talk about bundling your services!

- Finding yourself with home and garden projects? Reach out to your local equipment rental companies and home improvement stores to see what delivery options or curbside services are available.
- Owe membership dues to a local theater company, public radio, dance studio, newspaper, chamber of commerce, business association, or civic organization? Consider options to pay it early! Cash flow helps keep them afloat during tough times.
- Thinking of making a big(ish) purchase sometime soon? Call your LOCAL community banks or credit unions and have a chat with a LOCAL Loan Officer. Interest rates are low, and now is a good time to explore all of the things that you will need to do, once you are ready to take out the loan.
- Call your local entrepreneur friends and ask them how they are doing. Encourage them to keep their heads up, and brainstorm ways to continue to offer traditional services in non-traditional ways.

Think globally? Act Locally! #shopgloucester

We encourage our business community to let us know of changes in operations by calling Gloucester Economic Development at 693-1414, 693-1415 or e-mailing spring@gloucesterca.info, eripley@gloucesterva.info.



