

DISCUSSION/DIRECTION: LOCAL BUSINESS SUPPORT EFFORTS

MAY 18, 2020
TOWN COUNCIL



\$1.3M IN PROGRAMS IN PLACE

- **COVID-19 Small Business Support Grant Program** provided grants ranging between \$500 and \$5,000 to 96 local businesses, totaling \$266,500 in support
- **Local business loan program** will leverage \$400,000 in Town funds to provide up to \$2 million in first-come, first-served loans through the EDC in partnership with Colorado Lending Source – details are still being finalized
- **COVID-19 KIVA Community Loan Program** allows for crowdfunded loans with Town contributions of \$4,000 or 50% of the loan total, whichever is less, totaling up to \$135,000. 10 businesses have fully funded loans via this program, raising a total of nearly \$100,000
- **Water bill assistance** is being offered to both residents and businesses. Businesses can get \$1,500 in assistance, half of which is a grant and half of which is a loan. This totals \$500,000 in Town support

SUPPORTING OUR #CRCOMMUNITY

Town examples



SUPPORTING OUR #CRCCOMMUNITY



SUPPORTING OUR CASTLE ROCK COMMUNITY

PUT YOUR \$ WHERE YOUR ♥ IS

- ORDER CARRY-OUT/DELIVERY
- BUY GIFT CARDS FOR FUTURE PURCHASES
- TIP DELIVERY DRIVERS A LITTLE MORE

A collage of images showing food and drink: fried chicken, a beer, a burger, and a pizza.

VIEW FULL LIST OF OPEN BUSINESSES AT:
CRCSTRONG.COM

CASTLE ROCK CHAMBER OF COMMERCE

Outstanding CASTLE ROCK BUSINESS

The logo for Patriot Pros, featuring an American flag and the text 'PATRIOT PROS' with 'PLUMBING • HEATING • AIR • ELECTRIC' below it.

NOMINATE SOMEONE WHO COULD USE UP TO \$5,000 IN FREE SERVICES!

PATRIOT PROS-PLUMBING, HEATING, AIR, AND ELECTRIC IS GIVING BACK TO OUR COMMUNITY AND WOULD LIKE TO HEAR A STORY ABOUT SOMEONE IN NEED THAT COULD USE A HELPING HAND. MAYBE THEY'RE DOWN ON THEIR LUCK, OR MAYBE SOMEONE YOU KNOW IS A SELFLESS GIVER, BUT NEVER GETS THE RECOGNITION THEY DESERVE. SEND US THAT STORY: HELPINGHANDS@PATRIOTPROS.COM

701 PARK ST SUITE A
CASTLE ROCK, CO 80009
(720) 797-2227

VIEW LIST OF OPEN BUSINESSES AT:
CRCSTRONG.COM

YOUR HEALTH IS OUR #1 PRIORITY

If you're worried about Coronavirus (COVID-19), please be reassured that we are following the health and safety guidelines as prescribed by the Centers for Disease Control and Prevention (CDC), as well as the Tri County Health Department.

Here are the actions we are taking

Keeping People Safe

- ✓ We train our employees on health and safety standards.
- ✓ We screen the health of our suppliers, employees, products, and customers.
- ✓ We actively encourage sick employees to stay home.

Securing a Healthy Environment

- ✓ We are deep cleaning and disinfecting our business including high-touch surfaces.
- ✓ We are opening windows or adjusting our heating/cooling to maximize ventilation.
- ✓ We are taking measures to avoid crowding and encouraging people to use online services.

Creating a Flexible Workplace

- ✓ We are assessing the risks of business travel.
- ✓ We are using videoconferencing for meetings and events where possible.
- ✓ We are accommodating employees who become sick or have a sick family member.

If you have any questions or concerns, please ask a staff member or contact us at: 303.688.4597

Thank You For Your Support! Together We Are #CRCStrong

SUPPORTING OUR #CRCOMMUNITY

Downtown Alliance



DOWNTOWN BUSINESS HIGHLIGHT

UNION AMERICAN BISTRO

Get to know Kim Heideman, the owner of Union American Bistro and their take-out and outside offerings right now.



Downtown Castle Rock
Published by Kristen Bowling · 24 min ·

There are so many ways to support local businesses and the Castle Rock community has been amazing in it's support of all local businesses. Another unique way to support Castle Rock businesses is through a KIVA loan. With as little as \$25 you can make a big impact to #DowntownCastleRock and other Castle Rock businesses that are on the KIVA platform. Please consider a loan to the two businesses that are currently in their private fundraising phase. See below!

- My Café <https://www.kiva.org/lend/1063771>
- M&M Ice Ventures LLC <https://www.kiva.org/lend/1963538>

#CRCOMMUNITY #CRLocal #WeGotThisCR #WeAreDowntownCastleRock #SupportDowntownCR #DowntownCastleRock #CRLocalLove

Become a KIVA investor...

Step 1

- Create your kiva portfolio at [kiva.org](https://www.kiva.org)

Step 2

- Find a **Castle Rock** based company to fund
- Review their profile
- When you are ready to fund click **LEND NOW** & it will add the loan to your basket

Step 3

- Review your basket and check out
- Use a **Credit Card** or **PayPal** account to fund



DOWNTOWN ALLIANCE

SUPPORTING OUR CASTLE ROCK COMMUNITY

SPRING KICKOFF CONCERT

MAY 22, 2020 | 7 PM

Music Provided By
GRAYSON LITTLE

FACEBOOK LIVE EVENT
@DOWNTOWNCASTLEROCK

ADDITIONAL BRANDING OPTIONS

- Downtown streetlight banners, paid advertisements, printed materials – cost depends on option(s) desired
- Four-month partnership with media strategist to get the word out that Castle Rock is safe and open for business – would cost about \$6,000
- Any costs would be the only incurred, as efforts to date have been accomplished cost free
 - Staff has begun working with its video contractor to produce a “celebrity” video as Council discussed at its last meeting

DOWNTOWN SUPPORT EFFORTS

- Temporary curbside pick-up parking spaces – six approved to date
- Purchase of tables and chairs to encourage dining throughout Downtown
- Discussion regarding establishing a “common consumption” area to allow alcohol to be consumed in more areas Downtown
- Other tactics being used/discussed:
 - Bingo card game with prizes
 - “Downtown Restaurant Week” promotion
 - Using chalk art to bring color and spread positivity

POSSIBLE INCENTIVE PROGRAMS

- Castle Rock Cash program – software costs about \$550 for seven months
 - Cost could be recovered with advertising
 - Town would promote participating businesses with a communications campaign, including a Townwide mailer, the estimated cost for which is \$8,000
 - The Town could also incent the purchase of the “cash” via a percentage match, or using a game
- Using “cash mobs” and mobile applications to incent local shopping were also explored, but staff suggests the above option could be more successful under the circumstances
- The Castle Rock Economic Partnership is also open to additional ideas Council or others may have to incent local shopping



DISCUSSION/DIRECTION