



# **DOWNTOWN** **ALBANY**

Albany Downtown Association is committed to the economic vitality of our members and Downtown Albany. An important component of economic vitality is resiliency, and we've put together this guide as an early-stage primer in how your business can withstand economic times that are less than optimal.

We know you're being bombarded with information about government programs, press releases, numbers, and even some information that is misleading at best, and inaccurate at worst. Our goal is to make sure that – in conjunction with our community partners and the rest of the Downtown community – you get the information you need, when you need it. We will continue to connect you with small business services, emergency programs, and resources to help your business adapt in times like this.

Most importantly, we will not provide information to you without linking it to its source so you can assess the context and not just the content. We recognize that you have plenty going on with simply running your business, and we want to make sure you are able to make use of the information you receive.



*See the other side of this document for additional resources.  
An electronic version of this this document - with clickable links -  
is available at [www.albanydowntown.com](http://www.albanydowntown.com)*

**Albany Downtown Association**

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## Resources for Main Streets

(Visit <https://albanydowntown.com/members> for a PDF with clickable links and updated info)

**Retail Training from Whizbang:** <https://whizbangtraining.com>

**Retail Tips from the City of Estacada:** <http://bit.ly/estacadaretailtips>

**Marketing Your Small Business from Locable:** <http://bit.ly/Locable>

**Facebook Business Resource Hub:** <http://bit.ly/FacebookBRH>

**NPR Podcast: Weathering the Storm and Likely Outcomes:** <https://n.pr/33f0xnY>

**Business Oregon Financial Resources for Businesses:** <http://bit.ly/BizOrFinancialResources>

**Legal Resources From Stoel-Rives:** <http://bit.ly/StoelRives>

**SBA Guidance for Businesses & Employers:** [http://bit.ly/SBA\\_Guidance](http://bit.ly/SBA_Guidance)

**City of Albany-Coronavirus information page:** <https://www.cityofalbany.net/coronavirus>

**City of Albany-Coronavirus business support:** <https://www.cityofalbany.net/coronavirus/business>

## Tips for Adapting Your Business

- Encourage community members to buy gift certificates at local restaurants and retail shops to be used later in the year
- Restaurants can consider connecting to food delivery services or more take-out options
- Offer curbside pickup. Customers can purchases by phone paying with a card. Have them text when they arrive at your business. (CC fees may be marginally higher, but retaining customers is more valuable)
- Yoga studios and similar shops - consider videoconference sessions
- Retail businesses - now is the time to enhance your store's online shopping experience (or create one)
- Small-Medium businesses should intensify their social media presence
- When people work remotely, they are more susceptible to online shopping, checking in with social media more often, etc. Your business should identify ways to take advantage of this.
- Offer Facetime, Skype, or chat channel services for selling virtually face-to-face, answering questions, and providing the same customer service interaction you would provide in your store
- Develop a cleaning protocol with a local cleaning service. Get some neighbor businesses on board and develop a pledge - "Downtown Cares About Your Health". Tell everyone about it with on-site signage and through digital channels!
- Consider and implement ways your business can create a healthier environment for staff and customers. Communicate your business's commitment to public health. One example: for restaurants with service cases, create a rope barrier 3-5 feet away from the case to distance your products from human contact.
- Update your customers on new experiences or products you'll offer when conditions improve.
- Could your business set up a customer membership for "subscribe & save" delivery or pickup of your products?
- Consider accepting a "shopping list" online, and fulfilling the order through delivery
- Continuously promote the value and reliability of locally sourced products and local supply chains
- Stay connected with customers using live streaming, videos, or live chats. Proudly show off the ways you are adapting your business so that you can continue to serve them!
- Consider a regular cadence of communication - for example, "today's news from the bagel shop".
- Talk to your insurance agent about business interruption insurance
- Does your business host live music or other events like trivia night, etc.? Live stream them!