

Town of Cedaredge COVID-19 Business Recovery Program

In an effort to help our local business community weather the COVID-19 storm, the Town of Cedaredge has authorized a one-time expense of \$20,000 to fund the COVID-19 Business Recovery Program. The goal of the program is three-fold:

- Help those in our community who are struggling; those who lost jobs or lost hours at work; or those who could use help paying for groceries, medicine or other needs
- Help our businesses with a cash infusion
- Encourage the local and broader regional community to support local businesses

There are two funding mechanisms to this program: \$10,000 in vouchers and \$10,000 in marketing dollars.

Vouchers

- 400 vouchers will be printed and distributed. The Town will distribute 200; the remaining 200 will be distributed through the local business community
- Vouchers will be for \$25 and can be spent at any participating business physically located within the Town of Cedaredge
 - Participating businesses will be listed online at www.CedaredgeColorado.com on a separate page for the COVID-19 Business Recovery Program
 - To alert your customers you will accept the vouchers, the Town will create a flyer for you to hang in your window
- Your business will be given a select number of vouchers for you to distribute
 - You may gift your employees with a voucher as a thank you for their work
 - You may pass them out to your customers
 - If you do this option, please pass out vouchers AFTER the customer has already patronized your business. The idea is to get money circulating. If they're already in your business ready to spend money, let them! Use the voucher to encourage repeat/future business, or send them to a business you collaborate with. For example, "Have you tried the beet salad at Lost Mesa Grill yet? Here is a voucher; go enjoy lunch!" or "Thanks for being an awesome customer! Here's \$25 towards your next massage!"
 - You can participate in giving away vouchers; accepting vouchers; or both.
- Vouchers must be used in full at one participating business. The user cannot use a portion at one business and the remainder at a second business. "One and done."
 - Vouchers have no cash value to the consumer; the voucher must be used for a product or service from a local business

- Vouchers will be numbered and will have an embossed seal on them. It is the responsibility of the business to ensure that a legitimate voucher is accepted and not a counterfeit. Make sure the voucher you accept has the embossed seal!
- Consumers/Customers can use the vouchers through Sept. 18, 2020
- Businesses have until Nov. 30, 2020 to redeem vouchers for reimbursement
 - o To be reimbursed, please return the voucher with a receipt attached showing the sale. Reimbursement checks will be cut and mailed on the 10th and 25th of each month. Vouchers can be returned to Kami Collins at Town Hall either in person during business hours or emailed.
 - o In order to be eligible for the reimbursement, businesses must have a valid Town of Cedaredge business license
- Let's promote this! If you give away vouchers or someone redeems a voucher in your business, take a pic (with the customer's permission!) and text or email it to Kami. Photo will be used to promote the program on the Town's Facebook page, and we will tag your business, helping with more promotion.

Marketing

- Goal is to encourage the day-cation visitor traffic from surrounding counties to come visit Cedaredge
 - o Boosted social media posts targeting zip codes in Delta, Montrose and Mesa Counties
 - o Print display ads in Grand Junction Daily Sentinel Out & About and a Montrose newspaper (TBD which one)
 - o Radio advertising (TBD depending on cost; if we're able, targeted stations are one or a combo of the following: 104.9 JACK FM; 99.9 FM KEKB; Mix 104.3 FM; 95 Rock; Kool 107.9 FM; and/or KVNF 90.9)
- Print ads will be in two formats:
 - o List form: "Top 5/10 Things to Do in Cedaredge This Weekend"
 - o Itinerary form: Three meal options, two activity options and a lodging option
- All businesses located within Cedaredge are eligible to participate in the advertising, at no cost to you with, with specifics; contact Kami to list your specific ("Stop by Silent Custom Cyclery for a bike tune up"; "Stop at Creekside Cafe on the way home for dinner!", etc.)
 - o Businesses not located within Town boundaries but which are tourist draws may also participate in co-op advertising with a cost-share with the Town; reach out to Kami to discuss specifics (this is for out of town wineries, lodging, etc.)

- The Town will help with a third advertising option:
 - o Sarah with Grand Mesa Outdoors is organizing a new event, “Second Sunday in Cedaredge,” to encourage businesses to be open on Sundays, especially during the summer/tourist season. We have heard many complaints from visitors and locals alike how there is nothing available in town on Sundays!
 - o Businesses that participate in Second Sunday will be listed in the ad as being open; the Town will cover 50% of that ad with the participating businesses splitting the remaining 50%
 - The Town will bill your business for the ad share

Questions?

**Reach out to Kami Collins, Town Clerk/Economic Development Coordinator with
Town of Cedaredge**

kcollins@cedaredgecolorado.com

856-3123 ext. 112 | 970-361-8905 for texting

Ready to sign up as a Participating Business?

Fill out this short, 6-question Google Form to ensure we have correct contact info for
your business, and we will list you!

<https://bit.ly/2Nk9SUu>