



RESILIENCE TOOLKIT

FOR **DOWNTOWN** SIOUX CITY BUSINESSES
Helping small businesses impacted by **COVID-19**

downtownsiouxcity.com

MORE
POSSIBILITIES
to come

Due to the **COVID-19 Pandemic**, many businesses have changed their hours of operation, adjusted the services they are offering and are now preparing for recovery. Here are some important tips for how your business could successfully identify, plan for, and implement business recovery strategies. We are committed to doing everything we can to help businesses in Downtown Sioux City and will be updating this document as information and resources become available.

(1)

CHANGE WHAT BEING OPEN FOR BUSINESS MEANS

If you're a solely customer-facing company, you may want to consider temporarily limiting the hours you're open and/or limiting your usual offerings. Restaurants may want to switch to take-out and/or delivery, and come up with different specials or deals to target customers. Below you will find a list of delivery services that may benefit your business.



fooddudesdelivery.com



get.doordash.com



get.grubhub.com



ubereats.com

(2)

REVISE YOUR BUSINESS OPERATIONS STRATEGY

Regardless of what industry you are working in, consider how you can limit the number of people coming in and out of your business. For businesses that typically rely on an in-store experience, it could work well to take orders by phone or online. If you run a service business requiring in-person interaction, such as an auto shop or hair salon, allay customer concerns ahead of time by letting them know that all interactions will comply to CDC guidelines, and follow through by practicing appropriate hygiene measures like regular sanitizing and encouraging people to keep six feet between one another.

(3)

CONSIDER PIVOTING

Depending on your business model, you may be able to shut down customer-facing operations and focus on online services instead. This is an ideal time to increase your e-commerce infrastructure, and there are ample resources out there that can help you set up your online store. For example, check out these [resources](#) from Volusion. Switching at least partially to online may open up future options for the business as a whole and allows businesses to capture new customers. For a list of POS systems that some of our Downtown Sioux City businesses are already using, please see below.



pos.toasttab.com



binderpos.com



upserve.com



springboardretail.com



squareup.com



clover.com



shopify.com/pos



revention.com



lightspeedhq.com

(4)

TAKE CARE OF YOUR EMPLOYEES

Require that your employees stay home if they feel sick, and develop and implement flexible leave policies. When possible, have your employees work in whatever capacity you can. Now is a perfect time to get projects done your business usually can't afford to make time for. Alternatively, have the wait staff do a deep cleaning of the facility or act as delivery drivers.

(5)

LOOK INTO RELIEF ASSISTANCE

Your business may be eligible for local, state, and federal government relief. The Small Business Association and other organizations are accepting applications for financial assistance, all of which you will find below. Additionally, consider reaching out to your bank, landlord, and/or property owner to discuss loan, rental, or lease payment deferment.

[Small Business Association Payment Protection Program \(PPP\)](#)

[Small Business Association Economic Injury Disaster Loan \(EIDL\)](#)

[Small Business Association Express Bridge Loan](#)

[Small Business Association Small Business Debt Relief Program](#)

[Siouxland Recovery Fund for Non-profits](#)

[IEDA Iowa Business Tax Deferral](#)

[Iowa Small Business Relief Fund](#)

[Employee Retention Tax Credit](#)

[Restaurant Workers' Community Foundation](#)

[MainVest Main Street Initiative](#)

[Verizon Small Business Recovery Fund](#)

(6)

COMMUNICATE WITH YOUR EMPLOYEES & CUSTOMERS

Regardless of whether you are just limiting your hours or temporarily shutting down your businesses, make sure you maintain communication with your employees, and regularly update your customers through whatever means available.

Steps include but are not limited to:

- *Updating your hours of operation on your door signage, website, social media channels and Google My Business page*
- *Specifying any change in service (signs available for use at the end of this document)*
- *Updating your website with COVID19 protocol*
- *Communicating through social media on a regular basis*
- *Checking on your property at least once per week*

(7)

DON'T FALL FOR SCAMS

Some businesses received scam emails or calls that promised a stimulus check in return for their social security or credit card information. Don't ever give out any critical, personal information via phone or email, neither about you nor your business.

(8)

PLAN FOR YOUR BUSINESS RECOVERY

As we prepare to recover, here are some important points to keep in mind so that you can successfully identify, plan for, and implement business recovery strategies. Determine your business priorities and base your recovery plan directly off those priorities. What are the pieces that enable the crucial operations that run your business, and what steps do you have to take to protect those pieces from threat, loss, or shortage? For a detailed guide for a business resilience plan, please see the [resource](#) provided by the Small Business Development Center.

(9)

DECIDE WHEN TO REOPEN

A lot of factors will inform your decision to reopen or remain closed. It is your primary responsibility to keep employees and customers safe, so proceed with caution. The long-term survival of your business should remain at the top of your priority list, so staying closed for the first few weeks or months may turn out to be the more financially and operationally sound option. Below you will find a list of factors you should take into consideration when making the decision to reopen your business.

- *Check for clearance from state and local health officials*
- *Develop and enforce personal protective equipment (PPE)*
- *Check with supplier to ensure timely delivery of essential goods and services*
- *Identify new, safe ways to conduct business, including:*
 - *occupancy limits*
 - *limited customer and employee interactions*
 - *customer queueing protocols*
 - *increased ventilation*
 - *creative uses of outdoor spaces*

For a more extensive guideline on how to reopen storefronts safely, please visit: <https://downtownsiouxcity.com/wp-content/uploads/2020/05/Back-to-Brick-and-Mortar-Guide-V1-mcdd.pdf>

CHECKLIST:

Health and Wellness

- Practice and post hygiene measures
- Access health information as necessary
- Consider emotional wellness
- Contain sickness if it occurs

Business Resilience

- Get organized
- Engage:
 - Employees
 - Customers
 - Landlord
 - Lender(s)
 - Suppliers/Contractors
- Access employee benefits
- Identify new, safe ways to conduct business

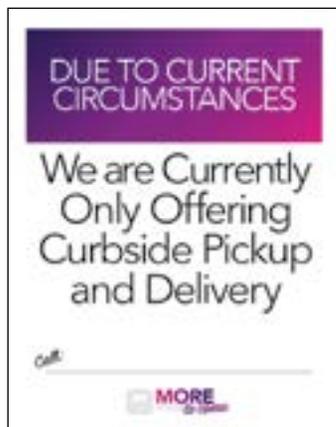
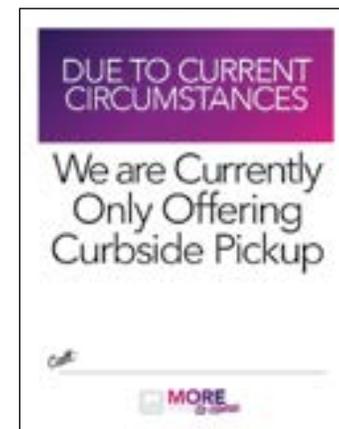
Business Assistance

- Consider Government Assistance including:
 - Business consulting and loan packaging
 - Loans and loan guarantees
 - Layoff aversion
 - Post-layoff transtion
 - City Services

Stay Informed About Policy Changes

- Federal
- State
- County
- City

DOWNLOADABLE SIGNS:





For more information please give us a call at **(712) 252-0014** or email **info@downtownsiouxcity.com**