

JoAnn Erickson

From: Ashland Chamber of Commerce <info@visitashland.net>
Sent: Friday, March 27, 2020 3:19 PM
To: officemgr@visitashland.com
Subject: How can you support local businesses? & more



Good Afternoon!

Ashland and Bayfield Counties have created an information page and you have an opportunity to have your business on a map they have included on the site. They have created a survey and asked that we send it to you. If you are interested in having your business and hours on the map, please fill out the survey.

Bayfield County Land Records Department has offered to team up on a project to help the public find information on businesses that are remaining open during this pandemic.

They have created a survey¹²³ (like Survey Monkey) to inquire if businesses remain open, found here: (and linked below in Carmen's email)

<https://arcg.is/1vv4e1>

The data gets transferred to a public map, hosted here: <https://coronavirus-response-bayfieldgis.hub.arcgis.com/>

Please let us know if you have any questions.

Thank you!!

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Interactive web map: <http://ashlandcowi.wgxtreme.com> |
<https://co.ashland.wi.us/gis>

Some people have asked, What can I do?

We are experiencing a highly fluid situation that changes hourly. This is a hard time for area families, community groups, and businesses. Small, independent businesses operate on tight margins. A few slow days is alarming but a few slow weeks (or temporary closures) can be devastating. It is up to us to pull together as a community to stay healthy and safe while also keeping our small businesses going. They are the backbone of our community – supporting nonprofits, employing locals, and keeping dollars in our own community.

If you are feeling powerless and want to help, here are some actions you can take now:

- Buy [gift cards](#) directly from downtown businesses (not Chamber Dollars). This helps keep them going today even if you can't shop or eat there until tomorrow. <http://shop.visitashland.net/15-chamber-store>
- Donate to local nonprofits – especially those that have to cancel fundraising events. Don't wait for end-of-year giving. Generally, nonprofits have unpredictable cash flow because we earn money from sponsors, donors, events, merchandise sales, or grants – there aren't always guarantees on how much money will come in or when.
- [Eat and shop local](#). Fight the urge to buy from national online retailers. Think about how your life would have normally flowed this week and try to support those same businesses in a slightly different way. Buy [gift](#)

[cards](#) or use takeout options (see our continually updated list here).

Many businesses are offering delivery or pickup for online or call-ahead orders for food and merchandise, even ones that don't normally offer this service!

- Keep up with downtown businesses – Follow your favorites on Facebook, instagram, or twitter.
- Practice generosity
- Get ready to eat and buy local when this passes. Businesses need you to stay open. When the time comes for us to go out & celebrate, let's look forward to going big! Let this season of life apart grow love for your city and a generous heart for the businesses that make our community wonderful.

WAYS TO HELP FOR FREE

- LIKE your favorite small business on social media
 - COMMENT on their posts
 - SHARE their posts with your friends and networks
 - Be sure to visit their pages to see posts that you may have missed on your newsfeed! Commenting on and sharing posts significantly increases their reach and visibility so more people will see them
 - Also, check in with small business owners and employees to see how they're doing. Over 90% of our business are locally owned, so they are your friends and neighbors. A little love and a few words of encouragement can go a long way!
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**If you missed the show
Around the Corner with John McGivern last night about Ashland,
here is your chance to see it!
In the episode you will see Larson-Juhl, Murals, boathouses,
Ashland Girls Soccer team, Gordy and a whole lot more!!!**



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