



READY. SET. GO

Create a Plan to Recover!

READY

Reopen when it is the right time. Life and safety ALWAYS comes first. Do not put yourself, your employees, or your customers at risk.

While you are closed take this time to reflect on your operations and processes. Look at what has previously worked and what could be improved. Make improvements and strategic changes before you reopen. Review customer communication, staff communication, sanitation protocols, verify your supply chain and verify your business resources are still available.

SET

Let your customers know, as soon as possible, that you will be reopening and that you have appreciated their patience, understanding, and loyalty.

Keep your customers informed as to the progress that you are making toward reopening.

Keep your business name and product in the mind of your customers. Stay in communication with your customers by reaching out through social media messaging or emailing your customer list.

Ask your customers and other businesses to share your reopening.

Make relationships with your local civic groups - Rotary, Lions, FFA, 4H Clubs, school associations such as Parent clubs and share your business news.

Contact your fellow businesses in Plymouth to put out joint messages and cooperative advertisements - and don't forget your partners in the Shenandoah Valley.

Be a visible part of the overall community recovery efforts. Participate! Talk to your neighboring businesses. Collaborate!

GO

Tell people that you are open for business!

Tell people that Plymouth is open for business!

Make your business reopening a special event - Make it a Celebration for the community!

Go be successful! Be a cheerleader for the other businesses in Plymouth!

Brag about your SUCCESS to everyone!

Thank those who helped you!

PLYMOUTH

CITY OF PLYMOUTH

Our community depends on stable employment, quality goods & services, and families.

Consider what resources are available and accessible
to start planning to reopen your business.

SBA U.S. Small Business Administration

https://www.norcalsbdc.org/sites/default/files/COVID%2019_Resources_CA-SBDC.pdf

<https://www.californiasbdc.org/covid19>

Ca.gov: The Governor's Office of Business and Economic Development has compiled helpful information for employers, employees and all Californians as it relates to the COVID-19 outbreak.

<https://business.ca.gov/coronavirus-2019/#>

U.S. Chamber of Commerce COVID-19 BUSINESS GUIDE - 5 Resources for Start & Strategy

<https://www.uschamber.com/co/start/strategy/small-business-resources-for-surviving-coronavirus>

Amador County Chamber of Commerce COVID-19 Business Resource

<https://amadorchamber.com/covid-19-business-resources/>

The SBA has an article on 5 ways to start selling online. Finding ways to sell your products online is a great way to increase your bottom line: <https://www.sba.gov/blog/5-ways-start-selling-online>

California Restaurant Association - Coronavirus Resource

<https://www.calrest.org/coronavirus-resources>



Your business is a critical part
of the overall community recovery!

City of Plymouth

Phone: 209-245-6941 | www.cityofplymouth.org