

Small Business Continuity During COVID-19

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Housekeeping Items

- Webinar recording + slides will be sent following the webinar
- Two times for FAQs: half way through and at the end
 - Enter your questions in the question box as they come up!
- Don't forget to fill out the feedback survey at the end

Small Business Continuity during COVID-19

1. Brave New World for Small Biz
2. Modest Goals – Bold Changes
3. Prospect of Growing Current Market
4. Reforming Current Practices Re: Health
5. Telling the Story to Customers, Right Now

Limit Cash Out

Build up Cash In

Time for a difficult talk with your landlord?

1. Count your position's strength
2. Power has changed: know your lease!
 - "Force majeure"
 - "Vacation" of leased space
3. Negotiate from parity, not weakness

**What you can
do today:**

**Negotiate Your
Lease Payment**

*See online resources at
the end of the webinar*

A Brave New World for Small Biz

You are saying you need:

1. Disaster loans and grants
2. Rent abatement or forgiveness
3. Cash to pay employees
4. Unemployment insurance for staff and self
5. A path out of this



Build up Cash In



Modest Goals, Bold Changes

Goal:

Retain, Rebuild Current Market
... some of it.

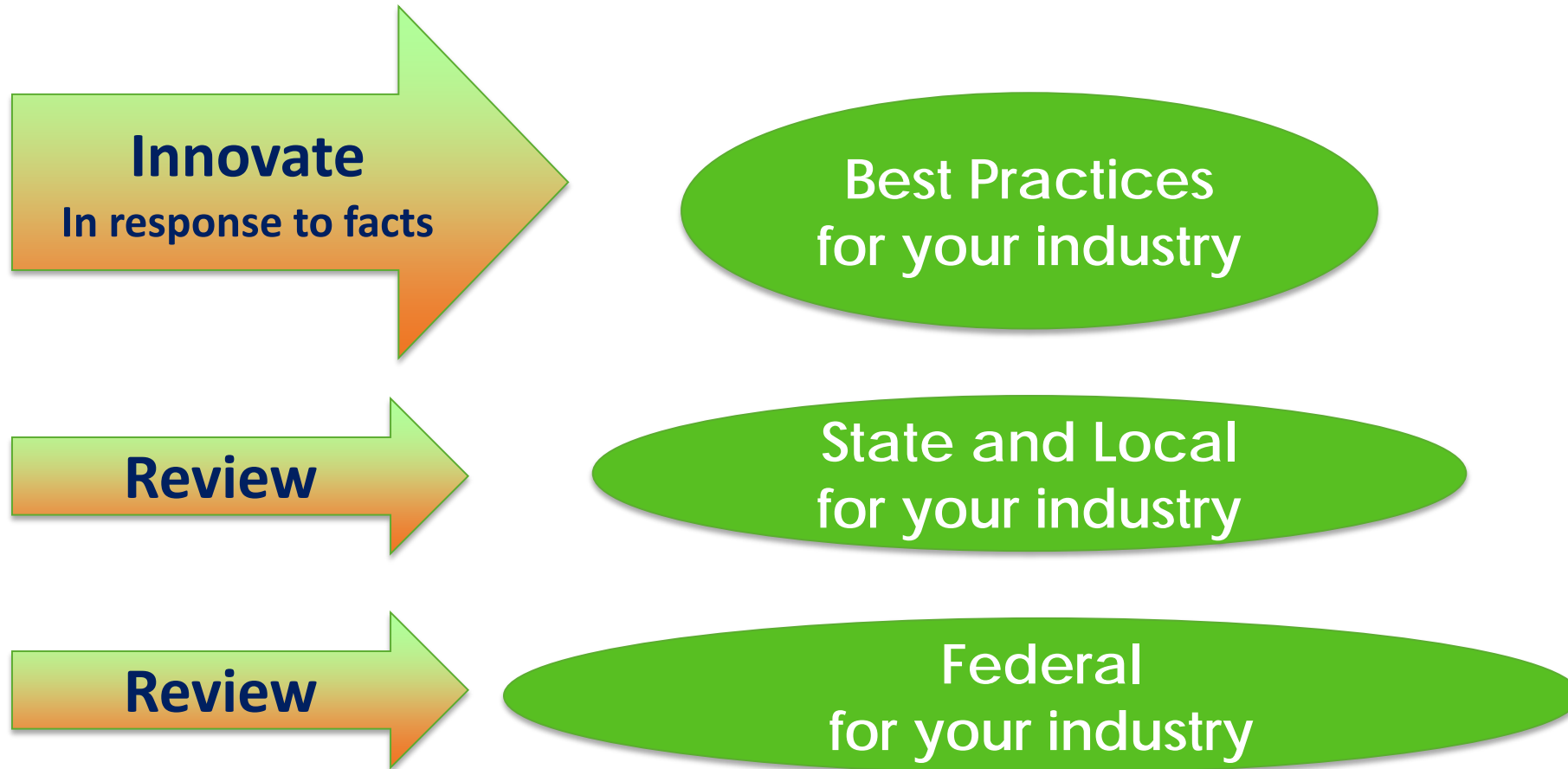
Within limits of

- Forced closures & restrictions
- Social distancing

Let's affirm:

*During this difficult time,
every business has a
chance to survive and do
well again, one day.*

Reforming Best Practices



COVID-19 Virus Stability

3 Hours in Air

1 Day on Cardboard

3 Days on Plastic and Stainless Steel

Source: [New England Journal of Medicine](#)

Label your progress: social media and email



Questions?

Innovating Best Practices

**Maybe only
planning
innovations
while being
forced closed**



COLORADO

Department of
Regulatory Agencies

Division of Professions and Occupations

Notice of CDPHE Public Health Order Closing Non-Essential Public Services through April 30, 2020

Dear Licensee:

This afternoon, Governor Jared Polis announced a number of state actions to further address the spread and impact of COVID-19. Among those actions is an updated order from the Colorado Department of Public Health and Environment (CDPHE) mandating that all businesses conducting “nonessential personal services” close to entry, exit, use, and occupancy by members of the public through April 30, 2020.

This order, effective immediately, impacts DORA licensees in the Barber/Cosmetology and Massage Therapy fields. Hair stylists, nail technicians, barbers, estheticians, cosmetologists, massage therapists, and shop owners in the barber/cosmetology industry licensed by the Division of Professions and Occupations are impacted.

Innovating Best Practices

1. Ask customers not to come with symptoms

Assures the rest who do come



Straightline Fitness Studio | Ft. Collins

Studio Health Practices

Cancel your appointment and stay home if you may be fighting a cold/flu.

If you're "getting over something," take a couple extra days off to ensure your recovery until you are feeling 100%.

If you come in presenting cold/flu symptoms, we must employ our policy, and ask you to leave.

Wash hands frequently (20 seconds)- when you arrive to your appointment, periodically throughout the day and...

Do not touch your face! (unless you just washed hands).

If you must cough or sneeze, do so into your arm, not hands

Hugs need to wait until this resolves

Minimize handshakes ("elbump" instead)



Thank you for your mindful compliance, and for continuing to enjoy StraightLine while we all keep our community safe and healthy.

2. Enhance surface and air cleanliness

Assures customers who come



**Blue Skies Massage & Wellness |
Longmont, CO**

Additional steps we are taking:

- Between every treatment, we will be sanitizing all surfaces, handles, equipment and common areas in the salon.
- Hand sanitizers are available and are visible for everyone to use at the front desk, rest rooms, and each treatment room.
- All linens are washed multiple times daily with additional sanitizing products.
- Surfaces, refreshment stations, credit card terminals, and door handles are wiped down frequently throughout the day.
- We have invested into HEPA air purifiers in each treatment room and common areas.
- Employees who appear to have any symptoms are required to stay home.

3. Personal Video Retail Shopping

**With home delivery,
no customer worries**



Petit Parker + Co | Parker, CO

Here are ways you can create some continuity and bring some joy to little faces!

1. Tomorrow we are going to start a series of LIVE FB Events. Click the link below to join us for our first preview!
2. I can be your own virtual personal shopper!
3. Our store is also available to shop by appointment. I'll even provide wine so you can enhance your shopping experience!

I am available anytime
at 720.296.9161 or shop@petitparker.com

4. Virtual Waiting Room

**With home delivery,
no customer worries**

ANY Walk-In Service

In an effort to prevent people congregating in the waiting room at this time, we will be starting to use a "virtual waiting room" where you will call our office when you arrive in the parking lot and we will come down and escort you into our office. We will be staggering appointments with extra time in between so that people don't encounter other people while they are here. This will take effect as soon as Friday, March 20, 2020

We ask that you confirm your appointment either by text, email or phone.

5. Hybrid Retail / Online to OL Only

**How customers
want to buy anyway**

Sole Mates | Ft. Collins, CO

CLOSED for in-store shopping

Dear Sole Mateys,

As we face the unexpected reality of having to close our brick and mortar store, there are things that we know for sure. First and foremost, we love what we do, we love each other and we love our customers. To not be able to stay open saddens us deeply. But for now, we want you and those you love most to stay safe and healthy. Sole Mates will be here for you on-line and via our new personal styling and FaceTime shopping services. And also, by phone, e-mail and social media. For the past twelve years, Sole Mates has been a place to gather, laugh and connect over a shared love of fashion in a community built on kindness, attention to detail and quality. We look forward to seeing all of your beautiful faces in our store again soon, but until then know that we think of you and we hold you in our hearts.

We will miss you terribly. Please stay in touch.

Truly yours,



& The Sole Mates Team

ACTION!

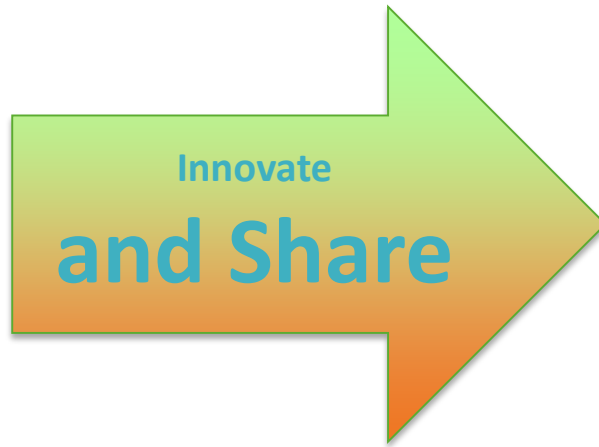
1. State safety steps factually, proudly
2. Don't guarantee, say "careful"
3. Add this graphic to your brand
4. Use website as base
5. Posts, graphics, personal videos on Facebook, Instagram, Twitter
6. Rinse, Repeat



Graphics for Copying and Pasting



Help Each Other



Send to:

robert@coloradoenterprisefund.org

- Description innovations to rebuild market
- Images, videos
- URLs to social media posts
- Images of emails
- If don't want us to use your business name, say so.

CEF will share publicly

Help from CEF



Find some resources talked about plus lots more:

<https://www.coloradoenterprisefund.org/resources/covid-19-your-small-biz/>

Additional Resources to Webcast Viewers



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Small Business Resources for COVID-19

[Social Distancing in the Workplace](#)

[Tips For Restaurants In Response To COVID-19](#)

[Tips For Retailers In Response To COVID-19](#)

[Maintaining Manufacturing in Light of COVID-19](#)

[CEF Guide to Lease Payment Negotiations During COVID-19](#)

[CEF Guide to Business Continuity during COVID-19](#)

Be Our Guest to: Initiate: Powered by Colorado Enterprise Fund



1. Use this link to go to [Initiate: Powered by Colorado Enterprise Fund](#) on your phone, laptop, or other device.
2. Select *Create a New Account*.
3. Select *Colorado Enterprise Fund* from the drop-down list.
4. Fill in the rest of the profile information
5. Enjoy unlimited access to world-class business tools being used by CEF customers.

Questions?
Comments?

Thank You



Colorado Enterprise Fund

303-860-0242

For COVID-19 Assistance:

servicing@coloradoenterprisefund.org

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We support big dreams.
We support **small**
business.

colorado 
enterprise fund