



RESILIENCY IS FOUND DOWNTOWN

Aaron Werner

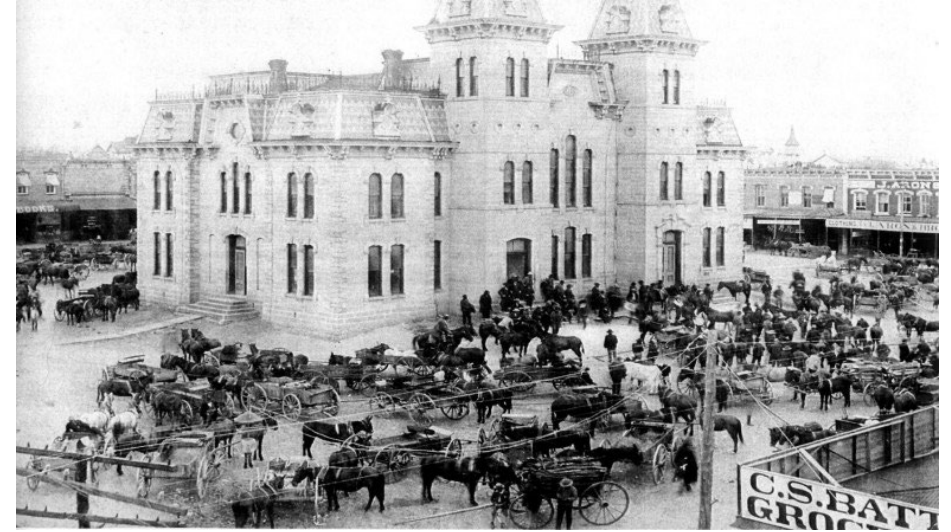
President – Texas
Downtown Association



OUR DOWNTOWNS ARE A COMPLEX STORY OF HARDSHIPS AND TRIUMPHS

March 16, 1848

- Civil War
- Devastating fires
- World War I & II
- The Great Depression
- Massive tornado
- Abandoned for nearly 30 years after the bypass was created.





COVID-19 COMMUNITY RESPONSES

FROM AROUND TEXAS



McKinney, TX

- Immediate impact on downtown
- Sales dropped to 20-30% of normal business overnight
- Foot traffic disappeared
- Restrictions constantly changed
- Fear settled in throughout our community

Where do we go from here?



BE INNOVATIVE

McKinney, TX

- DASH went from a passenger shuttle to local resident delivery vehicle.
- We raised \$13,000 by selling 'support local' t-shirts. This money was distributed back to local businesses through a shark tank style broadcast.



BE NIMBLE

McKinney, TX

- McKinney City Council amended the city's code of ordinances June 2 to allow open alcohol in public places.
- Curbside parking spaces were immediately implemented to allow easy access to businesses.
- Outdoor dining spaces were added throughout downtown to allow a safe outdoor space to get food to go.



BE SUPPORTIVE

McKinney, TX

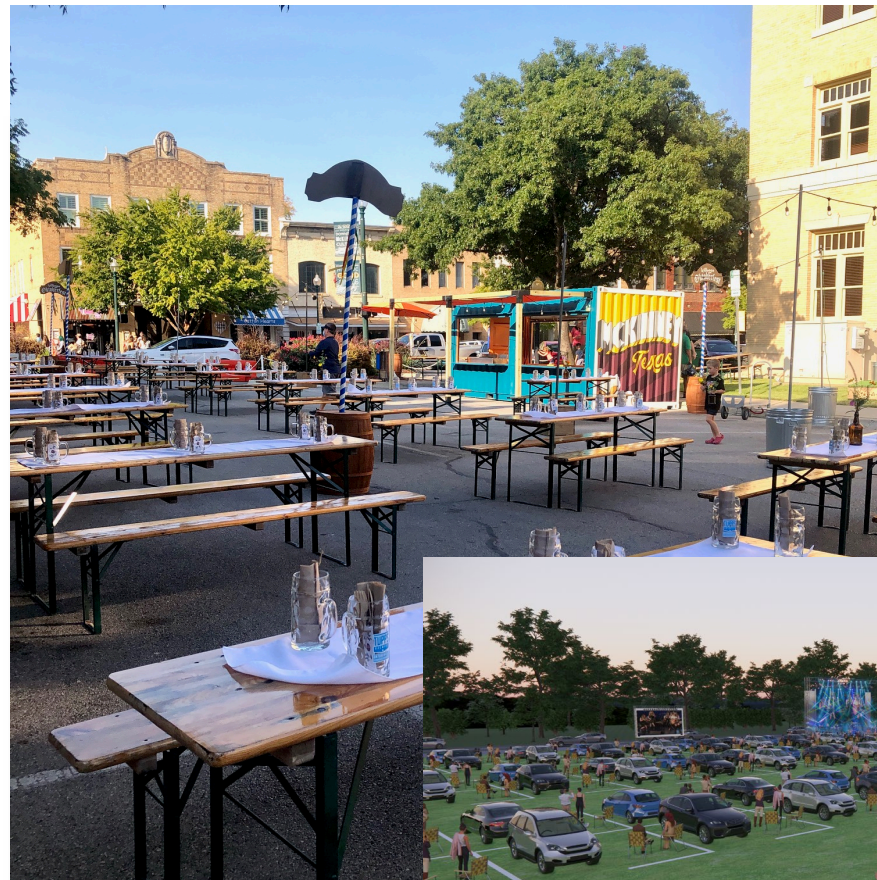
- McKinney Strong Business Grant for Small & Home-Based Businesses
 - The grant offers up to \$1,500 grants to eligible McKinney-based small and *up to \$1,000 to home-base* businesses enduring economic hardships due to COVID-19.
 - The grant is funded by up to \$1 million dollars in unallocated MCDC promotional funds.
- McKinney/Allen/Frisco Tri City Program
 - The grant offers up to \$25,000 grants to eligible McKinney, Allen or Frisco.
 - The grant is funded by up to \$5 million dollars in CARES Act money.



TRY NEW THINGS

McKinney, TX

- Covid-19 Conscience Events
 - Local Wine/Beer/Food Walks
 - Drive-In Concerts
 - Socially Distanced Fundraiser Dinners
 - Small VIP Ticketed Events



Dallas, TX

- The city of Dallas has allowed businesses to apply for **temporary parklets** — outdoor seating that can reside on or alongside sidewalks — to expand outdoor dining to streets.
- It is a great time to experiment with our roads. Families and friends can feel safer and excited by the additional space to kick around a soccer ball, draw with chalk, or just bask in the sun. Business owners have the potential to increase their revenue if shoppers can purchase goods indoors and outdoors.



Fate, TX

- The city ran a small business support program to provide economic relief to small businesses here in fate.
- Through an application process, the city purchased gift certificates from several small businesses (up to \$5,000 in \$50 increments).
- The city then sold the \$50 gift certificates to fate citizens for only \$15 using an online platform! It's a win-win for both businesses and residents.



Wylie, Murphy, Sachse, TX

- Local food pantries provided families in need a voucher.
- The families could then redeem the voucher at participating restaurants to receive a hot meal at participating locations.
- This program drove traffic to restaurants that were affected by COVID-19 and allowed them to maintain their staff. Team Up then reimburse the restaurant for their voucher using money they raised from individual donations to fight hunger.

**TEAM
UP** **TO
FIGHT HUNGER**



Jacksonville, TX

- The Jacksonville Economic Development Corporation (JEDCO) Board of Directors approved a lunch reimbursement program in late March.
- The program provided an opportunity for employers to feed their staff at a reduced cost and supplied local restaurants with a steady stream of income, keeping many of them afloat during a slack period.
- To date, JEDCO has paid 240 reimbursement requests totaling \$38,800. (That's over \$70,000 in restaurant revenue)



**Buy your
employees lunch
and JEDCO will
pick up 1/2 the
tab.**



Funded by the Jacksonville Economic Development Corporation (JEDCO).

Terms: Minimum order \$100. JEDCO will reimburse business (purchaser) 50% of the total bill **not** to include gratuity. Alcohol purchases are excluded. Restaurant must be in the Jacksonville City Limits. Program expires April 10, 2020. Call JEDCO for details 903-586-2102.





Thank You!

Aaron Werner

Email: aaronwerner12@gmail.com

Cell: 903-818-8857

