



MIDTOWN ASSOCIATION

To Our Small Business Community;

You are the lifeblood of Midtown and are the reason the district is the center for culture, creativity, and vibrancy in Sacramento's urban core. There is no better group of innovative and dedicated individuals than you to create ways to keep our city united and resilient at this time, and we are here to help you during this time of unknowns. Rest assured, we are in this together. Our maintenance, safety, marketing, placemaking, and advocacy services will continue uninterrupted at this time. Please continue to [call on us](#).

Additionally, **we are launching a micro-grant program to fund your creative ideas to adjust your business offerings to meet customers' needs at this time.** Are you ready to turn your restaurant staff into a delivery squad? Is it time to live-stream a trivia night into your customer's living rooms? Do you have an incredible artist who can express the ethos of Midtown in your business with new artwork? Do you have an innovative new ordering enhancement in place for customers who want to pick-up their foods or goods or are you ready to share low-cost important goods with the most vulnerable in our community? Might you have an inspired way to encourage gift card purchases that are a win-win for shoppers and businesses alike?

The newly developed grant program is simple to apply for and offers up to 10 grants of \$500 each. To apply, please visit www.exploremidtown.org at noon on Monday, 3/16.

Here are some additional resources available to you:

- **How to stay informed:** Governor Newsom held a news conference today strongly recommending statewide measures including the closure of all bars and nightclubs, that all restaurants halve their occupancy numbers, and to practice social distancing. Later in the day, Mayor Steinberg also held a news conference strongly recommending to follow the direction of the Governor, and that all restaurants immediately move to curbside pickup and delivery options only. For more information, please click [here](#). The Centers for Disease Control provides information [for businesses and employers](#), the Institute of Real Estate Management provides information for [property managers](#), the National Restaurant Association provides

information [specifically for restaurants](#), and Sacramento County provides the latest [local public health information](#).

- **How to set your operating hours and secure your facility:** For restaurants and retailers that are open, look at lower-cost offerings for customers that are out and about and delivery services for customers who are choosing to stay in. New initiatives from delivery platforms such as Postmates, Instacart, and Doordash will soon be announced. Specifically, Postmates is waiving commission fees and will waive fees for new businesses to join their platform. Smaller offices are using virtual workspaces to collaborate instead of traveling. To keep your businesses safe if operational practices are revised or new hours are implemented, please ensure the alarm system is properly functioning, that access points and doors remain secure and that your business remains well lit.
- **How to keep your business top of mind:** Midtown Association is focusing our communication channels on lower-cost ways for customers to engage with your businesses with online and delivery services. Please contact us with any specials or promotions that you have planned and be sure to tag us on social media [@exploremidtown](#). We have received inquiries from local television stations to feature and support Midtown businesses for live, in-studio, or on-site segments over the next two weeks, so please [email us](#) if you're interested in participating.
- **How to access emergency assistance:** On Friday, the City Council approved additional resources including establishing a \$1 million economic relief fund for businesses. More information is available [here](#). The fund will provide 0% interest loans of up to \$25k per business. Please apply online starting this Wednesday, March 18, at 5 pm at www.cityofsacramento.org. The [Central Labor Council](#) has volunteered to help impacted workers navigate the unemployment process. Their hotline for assistance is (916) 927-9772 and the state of California's website with worker resources is found [here](#).
- **How to shift your event plans:** Since gatherings of 250 or more will not be permitted in public spaces at this time, consider that your customers will be looking for you to bring services to them or for less crowded places to visit, where possible. Consider visible sanitizing practices, lower maximum capacities for any small in-store activities, and use your social media to remind customers how to access your products for pick up, delivery or shipping. When it is appropriate again, Midtown Association will make our Event Support Services available to those hosting events within the district. [Click here](#) for more information on how we can support you.

As usual, our Clean & Safe team can be reached for maintenance requests, outreach to those experiencing homelessness, lighting questions, and crime prevention through environmental design assessments at [\(916\) 287-9867](#) or dispatch@exploremidtown.org for Midtown requests and [\(916\) 287-9272](#) or dispatch@alhambracorridor.com for Alhambra requests.

Please let me know how we can further assist you. **You can call or text me at (916) 661-8428** or reach our **team at the office at (916) 442-1500**.

Sincerely,



Emily Baime Michaels
Executive Director

(916) 442-1500