

RICHLAND AREA CHAMBER & ECONOMIC DEVELOPMENT

# CHAMBERLINK

JULY 2020



**THANK YOU** to Richland Newhope for presenting the Chamber with a certificate of recognition for our work with the community during the pandemic! It is an honor to serve this wonderful community!



**RICHLAND AREA  
CHAMBER**  
& ECONOMIC DEVELOPMENT

Strong Business.  
Strong Community.



## Letter from Jodie

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## Chamber Joins Equality of Opportunity Initiative

Two weeks ago, the Boards of Directors of both the Chamber & RCDG voted to partner with the US Chamber on their [“Equality of Opportunity”](#) initiative. In doing so, we are joining with 500+ other [local & state Chambers](#) and associations across the country committing to “develop and advance data-driven business and policy solutions to bridge opportunity gaps and ensure that Black Americans and people of color and have greater opportunities to succeed.”

We started by participating in their National Summit on June 25<sup>th</sup>. Over the course of two hours, national speakers shared about the impact of race on a variety of topics from entrepreneurship to workforce. The Summit was recorded and [can be watched here](#). I encourage you to take some time to watch it.

The US Chamber also issued a report called [“America’s Opportunity Gap: By the Numbers”](#). The gaps are significant and show that while progress has been made, there is still much work left to do. The Kellogg Foundation issued a report called [“The Business Case for Racial Equity”](#) about two years ago and talks about why this work matters beyond just the moral implications. It also makes sense from a business perspective.

If you would like some numbers a little closer to home, the North End Community Improvement Collaborative (NECIC) issued a report earlier this year that details the [“Richland County State of the African American Community.”](#)

I have been involved in a myriad of conversations with community & business leaders on this topic in the past few weeks and I’m listening intently. Within our current strategic plan, our organizations (the Chamber, RCDG, Chamber Foundation) have worked on many projects to “Advance Community Excellence” (our second strategic goal). We actually had already noted in our plan that diversity, equity and inclusion were areas that we wanted to work in – and our support for this national initiative gives us a good place to start.

I will have much more to share as we work with other community organizations and within the Chamber industry itself to help create some actionable steps and work. If you are seeing resources that would be helpful, please feel free to drop me a line. Our organization – and the business community – has worked hard in many spheres to try to keep our community moving forward, this is another area that I think we can all work together on to help make a difference. Onward!



PS- We have been widening our email distribution. If someone you know would like added to our email list, [email us here](#) with the subject line “include in email list”.

[Here is a link to our past emails](#) and other great resources to help your business!



# RCDG

SMALL BUSINESS  
LOAN FUND



SUPPORTING  
SMALL BUSINESS  
BY CREATING  
ACCESSIBLE  
CAPITAL



A LENDING  
PROCESS  
INVOLVING:



RCDG /  
CHAMBER



PROVIDES  
EXTRA  
COLLATERAL



YOUR BANK



PROVIDES  
LOAN



SMALL BUSINESS  
(YOU)

## HOW IT'S DIFFERENT THAN OTHER LOANS

*This loan program with collateral enhancement is aimed at helping to support Richland County small businesses!*

Many local small businesses may need extra capital to help them fully reopen after the pandemic caused large scale shutdowns, but often have no additional assets to use as collateral to obtain a loan. With this program, companies will apply to a participating local bank for a loan, and these RCDG funds will be used as additional collateral for the bank to make the loan.

RCDG will be able to allocate up to \$10,000 of collateral per loan. The terms of the loan (amount, interest rate, and repayment period) will vary by financial institution, but will be generally favorable for a small business.

For more information about the RCDG Small Business Loan Fund, you can visit the Chamber's website at [RichlandAreaChamber.com](http://RichlandAreaChamber.com) and click "Economic Development". Barrett Thomas, Economic Development Director can be reached at 419-522-3211 or via email at [bthomas@choosericland.com](mailto:bthomas@choosericland.com).

## LOCAL PARTICIPATING BANKERS

Mechanics Bank – Sally Gesouras – 419-524-0831 ext.1689  
[sgesouras@mymechanics.com](mailto:sgesouras@mymechanics.com)

Richland Bank – Clayton Herold – 419-525-8769  
[cherold@richlandbank.com](mailto:cherold@richlandbank.com)

Sutton Bank – Scott Them – 419-747-2007  
[sthem@suttonbank.com](mailto:sthem@suttonbank.com)

## LENDING FAQ

### Why isn't RCDG just directly lending the money?

Your relationship with a bank is very important and we don't want to step in the way. Additionally, banks have the capacity and the systems in place to take, review, and process loan applications and RCDG doesn't. We are trying to use the existing systems to make this as easy as possible for the business applying, the bank, and RCDG.

### What is collateral enhancement?

When banks make loans they require collateral, often small businesses already have everything pledged as collateral. RCDG will step in and provide the collateral for the bank to make the loan.

### Is any portion of the loan forgivable?

No, this is a traditional loan that needs to be repaid.

### What are the rates and terms?

The rates and terms vary for each application in the same way that they normally do for business loans, but the rates will be very competitive.

### What can I use the money for?

Loan uses are very flexible, inventory, rent, payroll, advertising, but they must be business and not personal expenses.

### Can I borrow more than the maximum?

Not through this program, please talk with your lender for additional needs.

### Do I automatically qualify for this loan?

No, decisions are made by an independent review committee based on the application and bank's credit analysis.

### How are you deciding who gets the money?

The first 20 completed applications forwarded to RCDG from a participating banker will be considered for funding by an independent review committee. As funding allows we will continue to process additional applications.

### Where do I start?

By contacting a participating commercial banker.



RICHLAND COMMUNITY  
DEVELOPMENT GROUP



This institution is an equal opportunity provider.

# Teams & Sponsorships

29th Annual  
RICHLAND AREA CHAMBER  
**GOLF**  
*Classic*



Friday  
July 24<sup>TH</sup>  
2020  
Westbrook  
Country Club

**Teams are limited - please  
register as soon as possible!**



MEDICAL MUTUAL®



**YOUR SAFETY IS OUR FIRST PRIORITY. There will be several changes to the Chamber Golf Classic this year with your safety in mind. For instance, Tee times will be staggered – (teams will be released every 10 minutes). The last team will start around 1:00pm and will likely be done between 5pm -6pm.**

[Click here to see the full list of changes.](#)

☐ **Team of Four** —\$125 per person/\$500 per team (if paid by 7/10. After 7/10, \$140 per person/\$560 per team)

Captain: \_\_\_\_\_ Handicap \_\_\_\_\_

Player 2 \_\_\_\_\_ Handicap \_\_\_\_\_

Player 3 \_\_\_\_\_ Handicap \_\_\_\_\_

Player 4 \_\_\_\_\_ Handicap \_\_\_\_\_

Captain's email/telephone: \_\_\_\_\_

Please indicate whether you wish to be  
included in the **Skins competition**:

**\$40 per team** \_\_\_\_\_

Please be sure that all information is completed -  
notify the Chamber of any changes in players.  
**COUNTRY CLUB CASUAL DRESS CODE—NO JEANS  
PERMITTED - SHIRTS WITH COLLAR**

Circle Preferred Tee-time (not guaranteed):    8-9:30       9:30-11:00       11:00-1:00

## Available Sponsorships (see next page for more details)

☐ **Premier Sponsor**—\$1,000

☐ **Lunch Sponsor**—\$500

☐ **Breakfast/Snack Sponsor**—\$250

☐ **Proximity Contest Sponsor**—\$250

☐ **Hole and/or Tee Sponsor**—\$150 or 2 for \$250

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Total Payment for teams and/or sponsorship: \_\_\_\_\_ (Amount)      Check Enclosed \_\_\_\_\_

Visa/MC/Disc # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

Address of cardholder \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone: \_\_\_\_\_ Email invoice to: \_\_\_\_\_

**Richland Area Chamber & Economic Development, 55 N. Mulberry Street, Mansfield, OH 44902**  
**419-522-3211 Fax: 419-526-6853 Email: [lduckworth@richlandareachamber.com](mailto:lduckworth@richlandareachamber.com)**





# Golf Sponsorships - *This event often sells out!*

## Title Sponsorship \$5,000 (Exclusive)

- \* Entry for two (2) foursomes (\$1,000 Value)
- \* Naming Rights (Golf Classic presented by your co.)
- \* Company logo on all event correspondence
- \* Company logo (large) on tournament registration
- \* Company logo on tournament program
- \* Company logo & link on event webpage
- \* Banner/signage in registration & reception area
- \* Company logo on email blasts for the event
- \* Logo promotion on Chamber social media
- \* Company logo (medium) on all hole signage
- \* Opportunity to include item in golfer goodie bag
- \* Right of first refusal for 2021

## Golf Gift Sponsorship \$3,000 (Exclusive)

- \* Entry for one (1) foursome (\$500 Value)
- \* Company logo on exclusive golf gift for participants
- \* Company logo on tournament registration
- \* Logo & link on event webpage
- \* Company logo on email blasts for the event
- \* Logo promotion on Chamber social media
- \* Company logo (small) on all hole signage
- \* Opportunity to include item in golfers' goodie bag
- \* Right of first refusal for 2021

## Tee-off Tiptle Bar Sponsorship \$1,500 (exclusive)

- \* Entry for (1) foursome (\$500 Value)
- \* Company name and logo on signage at Tee-off Tiptle bar
- \* Company Logo (small) on tournament program
- \* Logo and link on event webpage
- \* Company logo on all email blasts for this event
- \* Logo promotion on Chamber social media
- \* Opportunity to include item in golfers' goodie bag
- \* Company logo (small) on all hole signage
- \* Right of first refusal 2021

## Premier Sponsorship \$1,000 (Limit of 6)

- \* Entry for one (1) foursome (\$500 Value)
- \* Company logo (small) on tournament registration
- \* Company logo on tournament program
- \* Logo & link on event webpage
- \* Company logo on all email blasts for this event
- \* Logo promotion on Chamber social media
- \* Opportunity to include item in golfers' goodie bag
- \* Company logo (small) on all hole signage
- \* Right of first refusal 2021

## Hole in One Sponsorship \$1,000 (Exclusive)

- \* Entry for one (1) foursome (\$500 Value)
- \* Company logo included on signage at designated Par 3 hole
- \* Logo promotion on social media channels
- \* Company name & web link on event webpage
- \* Opportunity to include item in golfer goodie bag
- \* Right of first refusal 2020

## Golf Ball Sponsor \$1,000 (Exclusive)

- \* Entry for one (1) foursome (\$500 Value)
- \* Company logo included on special commemorative sleeve of golf balls designed for the event
- \* Logo promotion on social media channels
- \* Company name & web link on event webpage
- \* Opportunity to include item in golfers' goodie bag
- \* Right of first refusal 2021

## Lunch Sponsor \$500

- \* Company logo on signage at the lunch pavilion
- \* Logo promotion on social media channels
- \* Company name & web link on event webpage
- \* Company logo in the tournament program
- \* Opportunity to include item in golfers' goodie bag

## Breakfast/Snack Sponsor \$250

- \* Company logo on signage at the breakfast pavilion
- \* Logo promotion on social media channels
- \* Company name & link on event webpage
- \* Company logo in the tournament program
- \* Opportunity to include item in golfers' goodie bag

## Beverage Cart Sponsor—\$250 (Limit of 6)

- \* Company logo and name displayed on all beverage carts
- \* Company name on event webpage
- \* Name on Chamber social media
- \* Opportunity to include item in golfer goodie bag

## Proximity Contest Sponsor \$250

- \* Signage on course at designated hole
- \* Company name on event webpage
- \* Name on Chamber social media
- \* Opportunity to include item in golfers' goodie bag

## Hole and/or Tee Sponsor—\$150 or 2 for \$250

- \* Company name listed on sign at designated hole or tee
- \* Company name on event webpage

### Audience:

Business Leaders, Professionals, Non Profit Leaders,  
Elected Officials

**See previous page for order form**



PLYMOUTH  
SHILOH  
SHELBY  
ONTARIO  
MADISON  
MANSFIELD  
LEXINGTON  
LUCAS  
BELLVILLE  
BUTLER

**RICHLAND  
COUNTY  
STRONG!**



# The month of June was officially named **Richland County STRONG** month!

Although June has ended, Richland County STRONG lives on!



**PLYMOUTH**



**SHELBY**



**SHILOH**

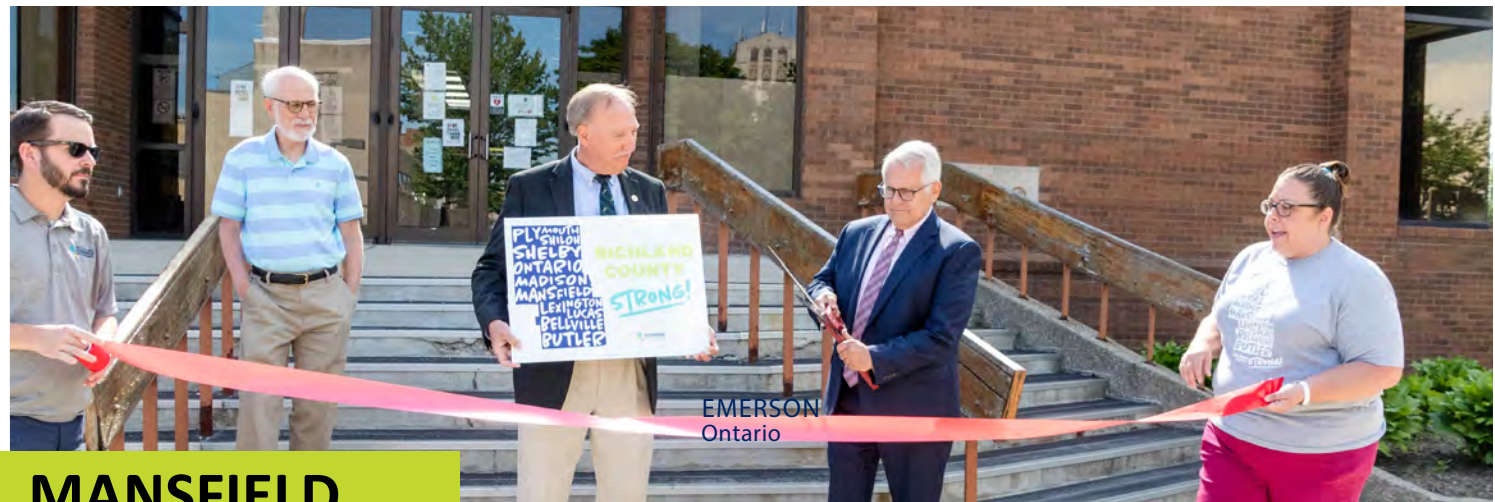


The Chamber traveled around the county to celebrate with community ribbon cuttings and promote the “Save Small Business Challenge”. This challenge was created to encourage the community to shop small in our Richland County communities to help them get back on their feet after the pandemic closures.

**VISIT OUR FACEBOOK PAGE FOR MORE RIBBON CUTTING PICTURES AND VIDEOS!**



**LEXINGTON**



**MANSFIELD**



**ONTARIO**



# #RICHLANDCOUNTYSTRONG

SEE MANY MORE PHOTOS ON THE CHAMBER FACEBOOK PAGE!





# Do you have #RICHLANDCOUNTYSTRONG photos to share?

Send them to [ameyer@richlandareachamber.com](mailto:ameyer@richlandareachamber.com)





# Summer Safety Tips



- **Heat and Sun Safety**
- **Hyperthermia • Children in Cars**
- **Water and Swimming Safety**
- **Picnic Food Safety • Lightning Safety**
- **Preventing Mosquitos & Ticks**



**See the links at [richlandhealth.org](http://richlandhealth.org)**



# YEA! is Accepting Applications!

We are currently accepting applications for the 2020-20 program year. Applications can be found at [www.yeausa.org](http://www.yeausa.org) or by contacting us. This summer we have planned two virtual information sessions. The dates for those are Thursday, July 23<sup>rd</sup> and Tuesday, August 4<sup>th</sup>. Both sessions will run from 6:00-7:00 pm. If you are interested in attending either session, please register by emailing Nikki Lewis at [nlewis@richlandareachamber.com](mailto:nlewis@richlandareachamber.com).



**Richland Source** offers a unique work environment. Our culture is refined daily as employees are empowered to innovate and see what works. The news and marketing departments collaborate to create positive reader experiences. A combination of technology, training and mindset helps us achieve our long-term goals.



During the past year, as part of the Facebook Membership Accelerator, we've launched our Source Members program. We're amazed and humbled that so many individuals in Richland County support us because they understand the crucial role independent local journalism plays in the well-being of the community. We also launched Open Source to directly answer our readers' questions. Interacting with readers and members further strengthens our culture because it guides us back to our mission: tell the whole story of the communities we serve.

Our culture will continue to improve as Solutions Journalism is infused into our daily stories. We'll continue to tackle the important issues facing our community while focusing daily on the stories that aren't being told.

Company culture is sometimes tricky to measure, but our main metric is reader engagement. Our readers help us grow and deliver content that creates a strong community for everyone.







## #RichlandCountySTRONG T-Shirts

Buy yours today and a portion of  
the proceeds will help small  
businesses and support the  
Chamber

<https://www.richlandareachamber.com/store>



**Mechanics Bank** is Richland County's only independent bank and a special place for the approximately 140 employees who work here. Mechanics Bank is all about people – the customers we serve, the staff we employ and the neighbors that have turned into friends.

Our mission is to pursue excellence in every possible way to enrich the lives of people and the communities we serve. Mechanics encourages employees to be active in giving back to others on a personal level, be it locally, nationally or throughout the world, as we strive to make a difference. At Mechanics, one of the unique ways we serve our community and the world around us is through Humanitarian Leave. In addition to any community involvement as part of the Mechanics team, employees may take a full week of paid Humanitarian Leave to support the organization of their choice, as long as that organization helps provide food, clothing, and/or shelter to those in need. This benefit is in addition to an employee's paid time off.

For example, employees have used Humanitarian Leave to translate for medical teams in Nicaragua, to build Habitat Houses right here in Richland County, to help provide medical screenings in Peru and in numerous other places. The impact of Humanitarian Leave is far reaching and reminds us again how our work is "All About People."





## Richland County- Help your community Thrive



It has never been easier to respond to the census on your own. You can respond:



Online



By phone



Or by mail

Respond today at **2020census.gov**  
or call **844-330-2020**

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census  
2020**

## CommUNITY.

We know our neighbors. Their strength. Their resolve. And their undeniable, undefeatable, we'll-come-out-of-this-stronger spirit. It's what inspires us to say: together, we've got this.

**Mechanics**  
BANK

| That's Better.

Member FDIC



### Your Commercial Aluminum Door & Storefront Specialist

New Construction – Replacement – Service

- Aluminum Storefront Entrances
- ADA Automatic Door Openers
- Service & Repair
- Custom Shower Doors
- Glass Replacement
- Mirrors

**Call us for all your glass & door needs!**

**419-775-6552**

**www.allglass-systems.com**





# Celebrate Small Business!

## 2020 Small Business of the Year Awards Nomination



To be considered for the Richland Area Chamber & Economic Development Small Business of the Year Awards, the nominated business must:

- Be headquartered in Richland County
- Employ 250 or fewer full-time equivalent employees
- In operation for at least three years
- Have annual sales revenue of less than \$20,000,000
- Demonstrate an active concern for the community

### Eligible applicants will be judged on the following:

- Business History & Performance
- Staff Training & Motivation
- Community Involvement
- Customer Service
- Business Strategies & Goals

To be considered for the Richland Area Chamber Small **Non-Profit** of the Year Award, the nominated organization must:

- Be headquartered in Richland County
- Total budget \$1M or less
- In operation for at least three years
- Must be a 501c3 organization

### Eligible applicants will be judged on the following:

- Collaboration with other organizations
- Employee Practices
- Financial Performance (diversification, income streams, rainy day fund, etc).
- Customer Service
- Strategic Planning - long range

Business Nominated \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (day) \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Nominating Individual (Optional) \_\_\_\_\_

Email \_\_\_\_\_

Why are they deserving of the award (briefly):

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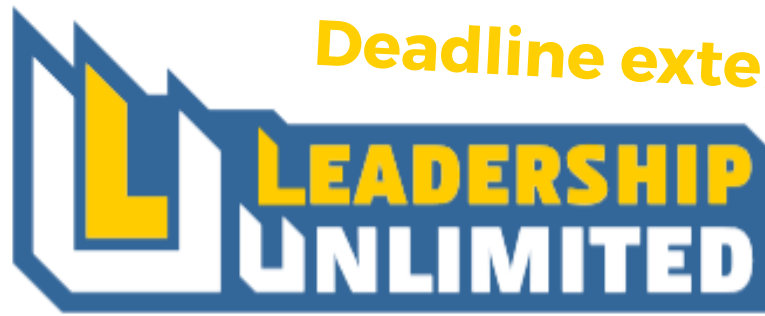
Return To:

Richland Area Chamber & Econ. Development ~ 55 N. Mulberry St., ~ Mansfield OH 44902  
F: 419-526-6853 E: [lduckworth@richlandareachamber.com](mailto:lduckworth@richlandareachamber.com)

**Deadline for nominations is August 17, 2020**  
**Watch for more information to come!**







**Deadline extended!**

## **LEADERSHIP UNLIMITED APPLICATIONS FOR THE CLASS OF 2021 ARE DUE JULY 19.**

**To apply for this community leadership program, go to [leadershipunlimited.org](https://leadershipunlimited.org).**

A Classroom For Learning  
Leadership Unlimited (LU) is a planned learning program designed to provide men and women who have demonstrated leadership ability with the opportunity to develop their knowledge of the challenges and opportunities of leadership within the larger Mansfield-Richland area. Using the community as a classroom, participants are introduced to diverse areas of the community as well as a broad spectrum of community leaders.



**If you have questions regarding the program or application process, please contact Nikki Lewis at [nlewis@richlandareachamber.com](mailto:nlewis@richlandareachamber.com).**

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# INTRODUCING KAITLYNN WINTERS

## MARKETING INTERN AT THE CHAMBER

Kaitlynn recently became a member of the Chamber's team to intern during the summer of 2020. Kaitlynn will graduate from Shelby and North Central State College during Spring of 2021. Kaitlynn participates in the NC State College-Now program and will graduate with her associates degree in business just before graduating with her high school diploma. Kaitlynn will primarily be working with Angie Fanello at the Chamber but she will be an asset to all of the staff.

Kaitlynn discovered her love for marketing while starting up her own photography service. She quickly began to love the art of editing and laying out photos. Kaitlynn keeps herself busy with her education and leadership roles. A few of Kaitlynn's accomplishments include maintaining a college GPA of 4.0, student council president at Shelby High, yearbook photo editor, class president in the College-Now program, and partaking in community service.

In her free time, Kaitlynn enjoys running, playing softball, photographing clients, and spending time with her close friends and family. She has a passion for testing her limits, and her determination is what helps her to continue to improve on every aspect. In the future, Kaitlynn plans to further her marketing education and receive her bachelors degree in the field. Kaitlynn says, "I have big plans and goals for my future, and I'm really excited to gain experience from the Chamber and see what this opportunity will do for my future." Kaitlynn wants to contribute as much as she can to our community and leave her internship knowing that she helped to enhance the Chamber, community, and her own education. Kaitlynn adds that she is very grateful for the opportunity to obtain an internship with the Chamber.



Watch to see what she will accomplish for the Chamber this summer!



# NEW MEMBERS

PLEASE JOIN US IN WELCOMING THE NEWEST MEMBERS TO YOUR CHAMBER

## **B&B Custom Granite**

Category: Construction, Contractors & Services

231 Orange St, Mansfield  
(419) 610-1377

## **Berean Baptist Church**

Category: Churches

2145 Middle Bellville Rd, Mansfield  
(419) 756-3300

[www.bereanfamily.com](http://www.bereanfamily.com)

## **BS Media Productions**

Category: Video Production

162 N Diamond Street, Mansfield  
(970) 629-0006

[www.bsmediapros.com](http://www.bsmediapros.com)

## **Clearfork Consulting, Ltd.**

Category: Business Consultants

1601 Charolais Drive, Mansfield  
(419) 884-7785

## **Corcoran Service Solutions, LLC**

Category: Real Estate Services

1266 St. Rt. 314 N, Mansfield  
(419) 295-9933

[www.willowdellstorage.com](http://www.willowdellstorage.com)

## **Daisy Capital LTD**

Category: Real Estate Services/  
Commercial

5001 Township Road 116, Mount Gilead  
(614) 396-8680

## **Home Care Village**

Category: Medical & Health Services/  
Physical & Occupational Therapy, Rehab  
1 Marion Ave, Suite 311, Mansfield  
(419) 775-4823

[www.thehomecarevillage.com](http://www.thehomecarevillage.com)

## **Junior Achievement of North Central Ohio**

Categories: Nonprofit Organizations &  
Educational Centers & Services

1150 National Parkway, Mansfield  
(330) 433-0063

[www.JAofNCO.JA.org](http://www.JAofNCO.JA.org)

## **Miller Vending Inc**

Category: Vending Services

204 Progress Drive, Danville  
(740) 599-6500

## **SACS Consulting Inc**

Category: Business Services

Canal Place 520 S Main St  
Suite 2516, Akron  
(330) 255-1101

## **Thrive Nutrition**

Category: Nutrition

2244 Stumbo Rd, Ontario  
(419) 948-0638

[www.facebook.com/thrive2244](http://www.facebook.com/thrive2244)

## **Toulouse Brubaker, Ltd.**

Category: Accounting Services

925 N. State Street, Suite 200  
Westerville

(614) 394-9615

[tbcpaltd.com](http://tbcpaltd.com)

## **Wm. Wise & Sons Inc.**

Category: Funeral Services

129 W Warren Street, Bucyrus  
(419) 562-6811

[www.wisefuneral.com](http://www.wisefuneral.com)

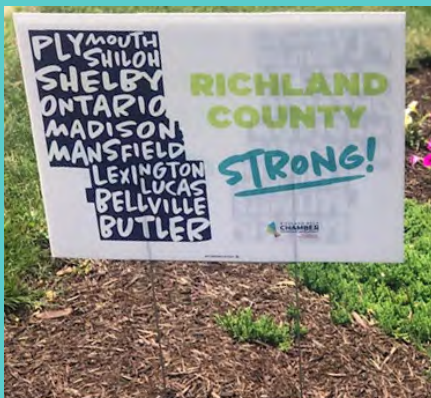
## **Yocum Law Office**

Category: Attorneys

34 E. Main St, Shelby  
(567) 844-0105

[www.yocumlawoffice.com](http://www.yocumlawoffice.com)

## HAVE YOU ORDERED YOUR RICHLAND COUNTY STRONG YARD SIGN?



**Show your Richland County pride  
with a yard sign - only \$10!**

**Signs and stakes are available at the  
Chamber for pick up after order is placed.**

**Order at [richlandareachamber.com/store](http://richlandareachamber.com/store)**



# 6 THINGS TO KNOW AS YOU RE-OPEN

*Simple steps to prepare businesses to open their doors after COVID-19. It's time to come back better than ever.*

*For more information visit [richlandareachamber.com/Covid-19](http://richlandareachamber.com/Covid-19)*

## 1 BUILD A COVID-19 PLAN

Prepare a plan of action. This plan should later be used in marketing efforts to show your customers that you care. Call it your COVID-19 Safety Plan. Include cleaning and sanitizing schedules, new protocols, safety procedures, social distancing, and options that include both indoor shopping and curbside. Be sure to continue reaching consumers virtually with Facebook Live, videos, webinars, photo updates, and more.



## 4 MARKET YOUR PLAN

As businesses begin to re-open, consumers will look for those locations who have clearly marketed their COVID-19 Safety Plan. Businesses who have remained open have executed this very well and for some it has even increased their business. When you begin to market that you're back open, follow it up with your new plan. Consumers will notice and be assured they are entering a safe environment.



## 2 SOCIAL DISTANCING

By now, you've been to a store that has stickers on the floor showing you where to stand, saw the signs that limit the number of entrants, noticed some doors are marked entry and some exit, workers are using gloves and have on face masks, and you've even seen plastic shields in front of the counters. You need to consider similar procedures. Start gathering necessary supplies and signage to accommodate your COVID-19 plan.



## 5 RESPECT THE PROCESS

This process of re-opening will constantly adjust as our leaders evaluate the current environment. Just as many people who are ready for business to be open as usual, there are others who will remain overly cautious for quite some time. If you cater your plan to the cautious, consumers will be more open and respect those procedures. The faster you adhere to the safety protocols, the faster you will get back to business as usual.



## 3 CLEANING SCHEDULE

Consumers will notice if your store is clean, organized, and safe to enter. Make sure you are rebuilding your cleaning plan and have all the necessary items needed to do so. Build a new schedule and add it to your daily calendar. Make sure your staff is fully aware of the new procedures - have staff meetings before re-opening to go over your plan. Build in inspection times and checklists for quality control.



## 6 UTILIZE THE CHAMBER

The Richland Area Chamber & Economic Development launched a "Richland County Strong" campaign aimed at helping to market our local businesses as they are re-opening. See next page for more details.





# MARKETING PACKAGE



**RICHLAND  
COUNTY  
STRONG!**

The Chamber is determined to help our local businesses rebuild - and the 'Richland County Strong' Marketing Package is designed to do just that!

*Follow these steps and let us help!*



**RICHLAND AREA  
CHAMBER**  
& ECONOMIC DEVELOPMENT  
*Strong Business.  
Strong Community.*

## 1 EMAIL YOUR "DIGITAL DEAL"

**NO CHARGE!** Your Digital Deal will be emailed to 2,500+ contacts at Chamber member businesses - it just takes 5 minutes! Digital Deal examples include % off, free samples, and buy one, get one free.

- Your Digital Deal will be included with other member deals (max of 12), first come, first serve
- Submit your Digital Deal using this url: [www.richlandareachamber.com/form/view/19913](http://www.richlandareachamber.com/form/view/19913)
- Only Chamber members can submit a Digital Deal



No charge for your first submission through August (\$40 for additional submissions).

## 2 OFFER "HOT DEALS" ONLINE

**NO CHARGE!** Hot Deals are available on the Chamber website to be utilized by the public. We will also link to a Hot Deal webpage in our weekly Digital Deals email.

Post your Hot Deals using this url:  
[www.richlandareachamber.com/login](http://www.richlandareachamber.com/login)



- No charge through August
- Only Chamber members can submit Hot Deals
- Hot Deals can be the same or different than your Digital Deal

Need a log-in reminder? Contact Patrick @ [pclinage@richlandareachamber.com](mailto:pclinage@richlandareachamber.com)

## 3 FACEBOOK PROMOTION

**NO CHARGE!** We will promote your business on our facebook page - liked by 5,725 users!

Simply take a picture of your staff holding the 'Richland County Strong' social media sign. Once taken, email your photo to Ashley along with a 1-2 sentence business update (updated hours, safety precautions, special deals, etc.). She will then share your photo on our Facebook page.

Click here to download the social media sign or contact the Chamber. Click here for tips on how to make this Facebook promotion a success for your business.



Submit your photo by July 31, 2020.

**Richland Area Chamber & Economic Development**  
419-522-3211 55 N. Mulberry Street, Mansfield, OH 44902 [www.richlandareachamber.com](http://www.richlandareachamber.com)

## 4 PROMOTIONAL ITEMS

Help us help you by supporting this program!

Window stickers (FREE-mailed to members)  
Yard Signs (\$10 - order using link below)



'Richland County Strong' T-shirts

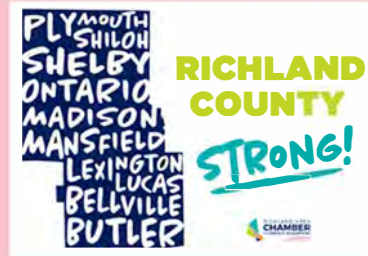


Available in red, jade & gray

\$15 (sizes SM - XL) \$16 (sizes 2X)  
\$17 (sizes 3X) \$18 (sizes 4X)



WINDOW STICKER



YARD SIGN

Shirt/Sign order link:  
[www.richlandareachamber.com/store](http://www.richlandareachamber.com/store)

Proceeds benefit the Chamber & our new small business loan fund.

## 5 MORE MARKETING OPTIONS

The options below are offered all throughout the year exclusively to Chamber members.

- > Promote your special events at NO CHARGE on [www.richlandareachamber.com/events/public-submission](http://www.richlandareachamber.com/events/public-submission)
- > Send an email blast through the Chamber dedicated to your business for \$150 (\$100 for non-profits) Contact [afanello@richlandareachamber.com](mailto:afanello@richlandareachamber.com) to schedule.
- > Place an ad in the Chamber newsletter. Contact [afanello@richlandareachamber.com](mailto:afanello@richlandareachamber.com) for pricing info.
- > Send a mailing to fellow Chamber mailers. Contact [ameyer@richlandareachamber.com](mailto:ameyer@richlandareachamber.com) for pricing info.



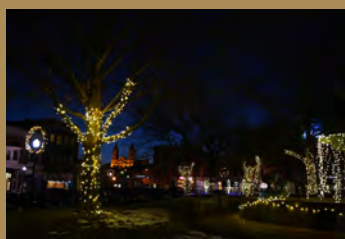
# CHRISTMAS IN JULY?!

It's summer now,  
but we are  
working hard to  
light up  
downtown  
Mansfield this  
holiday season  
and for years to  
come!



## FUNDRAISING GOALS

- Replace the (sad looking) original 38 streetlight wreaths with fluffy new LED wreaths (\$10,000)
- Create additional lighting displays on the City Building that can be seen for miles (\$4,000)
- Improve the illumination of Central Park (\$5,000)



**CALL OR EMAIL TODAY TO FIND  
OUT HOW YOU CAN HELP LIGHT  
UP DOWNTOWN, AND MAKE  
MANSFIELD SHINE!**

**Holiday Lights Committee**

RCDG Beautification Sector

419-522-3211

[pclinage@richlandareachamber.com](mailto:pclinage@richlandareachamber.com)



<https://richlandgives.mightycause.com/story/Makemansfieldshine>





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Drop off times  
9am - 2pm

Local pick-up available charges will apply

971 West Longview  
Mansfield, Ohio 44906  
Questions Call: 419.774.4437

Call for accepted materials  
and pricing list



419-522-0035

30 North Diamond (3rd floor City building)  
Mansfield, Ohio 44902

Mon - Fri: 7am - 3:30pm

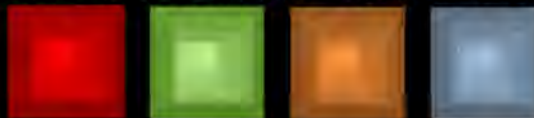
Free Wi-Fi Inside

www.citygardencafe.org

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Selecting the right health insurance plan shouldn't be a guessing game.

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Learn more about a Medical Mutual health plan through the Richland Area Chamber of Commerce, and why it can be your company's clear choice, by visiting [RichlandAreaChamber.com](http://RichlandAreaChamber.com).



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