Showing Some Small Business Love

Dear Members,

I will be honest, I am having a hard time wrapping my head around the fact that it’s October already! In one way it feels like life stopped back in March when the pandemic descended upon us. None of us really knew what lay ahead when the first orders started coming down. Now, more than six months later we have all been forced to adapt and respond.

It has affected different types of businesses in different ways – but we know for sure that small businesses have been deeply impacted. Here at the Chamber in July we took some time to look at what we were doing and how we might switch things up to better adapt to what the needs of our business community were. Sometimes it is hard to throw out your playbook and start anew, but in many ways we had to do that because “the usual” was not going to cut it. Since then we’ve been working on a myriad of things – some you’ve seen, some you’re about to see, and some you will never publicly see but are happening behind the scenes.

For now, let me share a few things that are targeted at our small business community. I hope that you all are able to plug in as able:

- Small Business Grants – partnering with Richland County, Cities of Mansfield, Shelby, and Ontario…and soon some others – we’re in the process of awarding over $650,000 to local small businesses – and there is more on the way. We’re currently planning for a Round 2 of applications + a round targeting non-profits. Look for more details in mid-October. I want to thank our local elected officials who have all been so great to work with and have heard our call that small businesses need the support!

- 1st Annual Richland County Restaurant Week – can we all give a socially-distanced hug to our local food establishment owners and workers? They have been through a lot and we want to make sure that we continue to support them and keep them going. So, we’re creating our first annual Restaurant week for November 15 – 21st. They will be offering specials that can be dine-in or take out – so you can support your local establishments as you are comfortable. If you own a food establishment – check out this newsletter for more details and sign up in October to participate!

- Small Business Saturday – we have done this with a collaborative county-wide group for years and we’re continuing it for 2020 – Saturday, November 28th – mark your calendar. We’re adapting a few things to be safe for social distancing. Retailers – check out this newsletter for more details. Everyone else – I hope you will plan to participate and support our local small businesses.
- Small Business of the Year – we’re continuing on with our annual celebration for small businesses and small non-profits. We may be in person or virtual – we will make that call a little closer to date – but we knew we couldn’t miss the chance to honor the best of the best. I hope you will mark your calendar for Friday, December 4th to help us honor these outstanding folks. We’ll be announcing our finalists in early November.

Richland County – it is time to show some love for our local small businesses. “We’re in this together” has become one of the most overused phrases of the pandemic – but it’s true. We are all dependent upon each other. And our small businesses are most especially. Think twice before you click purchase on your next Amazon order – can you buy that here locally? Many small businesses even have online ordering and they are ready to serve.

As always, the Chamber is standing with you during this time. Be safe and #ShopSmall!

Onward,
Jodie

Jodie A. Perry, CCE, IOM, CCEO-AP
President & CEO
Richland Area Chamber &
Economic Development

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The Chamber staff wants to be sure you are receiving emails containing important COVID-19 information for your business.

If you or someone you know in our business community is not getting our emails, be sure to request to be added.

Email us with the subject line “include in email list”.

info@richlandareachamber.com
Create a “Restaurant Week” special and include it on the form below.

1. Participating is easy - just follow these 3 easy steps!

   1. Create a “Restaurant Week” special and include it on the form below.
   2. Pay a small participation fee or provide gift cards - more details below.
   3. Return form and payment/gift cards to the Chamber - or we can stop by!

Don’t forget to tell your staff about your special!

Register by October 30th

NOVEMBER 15-21

RESTAURANT/CONTACT INFORMATION

Restaurant Name: _____________________________________________________________

Restaurant Website (will be hyperlinked to your page): ____________________________

Restaurant Phone: ___________________________ Main Contact Name: ________________

Main Contact Email (will not be shared): __________________________________________

YOUR SPECIAL OFFER

What special offer would you like to feature? Please do not include your everyday specials – your special must be unique for Restaurant Week and feature substantial savings! Examples:

- Offer a three-course spread (Appetizer/Entree’/Dessert) for $15
- Buy One Entree’, Get One Free
- $10 off any bill over $25

Your special: ___________________________________________________________________

________________________________________________________________________________

Note: your special needs to be good for dine-in AND take-out.

PARTICIPATION COST

Chamber Members (circle one): $50 in cash/check/cc or $100 in gift card trade

Non-Chamber Members (circle one) $150 in cash/check/cc or $250 in gift card trade

Would you like a representative to pick up your form and payment? □ yes □ no, expect it in the mail

Phone: 419-522-3211 • Fax: 419-526-6853 • Email: lduckworth@richlandareachamber.com
Mail: Richland Area Chamber & Economic Development • 55 N. Mulberry St., Mansfield 44902
## SPONSORSHIPS AVAILABLE!

### NOVEMBER 15–21

**RESPOND BY OCTOBER 30TH**

### Presenting Sponsor - SOLD

<table>
<thead>
<tr>
<th>Premier Sponsor — $1,500 (two available)</th>
<th>MasterChef— $250</th>
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<td>• Sponsor name/logo recognized on online/print advertising (web, print, social media)</td>
<td>• Sponsor name/logo (small) on event posters</td>
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### Maître D’ Sponsor — $100

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### Bon Appétit — $50

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<td>• Sponsor name in Chamber email blasts</td>
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Please submit your sponsorship by October 30th to receive maximum exposure!

Organization: ___________________________________________________________

Address: _______________________________________________________________

Contact person: __________________________ Email: _______________________

Phone: __________________________ Fax: _______________________________

Circle One: Premier Sponsor/$1,500  MasterChef/$250  Maître D’ Sponsor/$100  Bon Appétit/$50

Payment Amount: __________ □ check enclosed  □ VISA/MC/DISC# ______________________

exp. ______/_______ Security Code __________

Address of cardholder: ___________________________________________________

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**Phone:** 419-522-3211  •  **Fax:** 419-526-6853  •  **Email:** lduckworth@richlandareachamber.com

**Mail:** Richland Area Chamber & Economic Development  •  55 N. Mulberry St., Mansfield 44902

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Thank you to Destination Mansfield for helping to promote this event!
**Small Business of the Year Awards - Dec. 4th**

Recognizing Richland County’s small businesses!

2019 Attendance = 243

Promotion for Your Business

**Audience:** Area business leaders, small business owners & managers, professionals, media, elected officials

**Advertising/Promotion via:** Email blasts, social media posts, newsletter ads, Chamber website and event program

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**SPONSORSHIPS**

**PREMIER SPONSORSHIP**

$750  
*(Limit of 6, 3 remaining)*

- 10 seats at the Award Luncheon ($250 value)
- Opportunity to be on stage to present awards
- Company name/logo (small) on registration form
- Company logo (small) on cover of program
- Half-page color ad in the event program
- Company logo on PowerPoint presentation
- Sponsor recognized in announcements
- Company logo & link on event web page
- Name & color logo shared on social media

**REGIONAL LEADER SPONSORSHIP - $350**

- 8 seats at the Award Luncheon ($200 value)
- Company logo (small) in the event program
- Company logo on the PowerPoint presentation
- Sponsor recognized in announcements
- Company name & link on event web page

**INNOVATOR SPONSORSHIP - $200**

- 4 seats at the Award Luncheon (4100 value)
- Company name in the event program
- Company name on the PowerPoint presentation
- Company name on the event web page

**ENTREPRENEUR SPONSORSHIP - $100**

- 2 seats at the Award Luncheon ($50 value)
- Company name in the event program

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**SPONSOR INFORMATION:**

Organization: ____________________________________________________________________________

Address: __________________________________________________________________________________

Contact person: _____________________________ Email:________________________________________

Phone:  ______________________________________  Fax: ______________________________________

Circle One:       PREMIER/$750       REGIONAL LEADER/$350       INNOVATOR/$200       ENTREPRENEUR/$100

email form to: lduckworth@richlandareachamber.com  Questions? Call 419-522-3211

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Sponsors as of 10-7-2020

Medical Mutual  Mechanics Bank  OhioHealth  BTN  Alumni Roofing

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Let’s Get More Shoppers In Your Store!
Richland County Small Business Saturday Program

You have probably heard of Small Business Saturday, the national program heavily promoted by American Express that takes place the Saturday after Thanksgiving.

We expand on this great program by providing prizes to further incentivize shopping local.

**NEW FOR 2020!**
The new program will not require contact between you and your shoppers!

The Chamber will promote the program heavily using local media, social media & Chamber communications - don’t miss out!
You do not need to accept American Express and Chamber membership is not required to participate.

**2020 SMALL BUSINESS SATURDAY PROGRAM REGISTRATION**

Please register by November 6th!
Businesses must be a locally owned franchise or independently owned retail business to participate.
Want to support the program but you aren’t a retail-type store? Contact the Chamber for sponsorship information!

Please register your business online through the event calendar at www.richlandareachamber.com or return this form to the Richland Area Chamber.

Contact: ___________________________________________ Does your business have a facebook page? yes/no
Email: ______________________________________________ Website: ____________________________

**THIS INFORMATION WILL APPEAR ON ADVERTISING - please use business phone and address (do not include personal information)**

Business Name: ______________________________________ Address: __________________________
Telephone: __________________________ Address: __________________________

□ Yes, I agree to be a participant in this program, which means I will offer a single prize (worth $25 or more).

Signature ___________________________________________ Date: __________________________

Return to: Richland Area Chamber, 55 N. Mulberry St, Mansfield, OH 44902 fax: 419-526-6853 email: afanello@richlandareachamber.com

Questions? Call the Richland Area Chamber & Economic Development at 419-522-3211
Make a lasting impact now...

HELP US LIGHT UP MANSFIELD FOR THE HOLIDAYS

$9,000 GOAL TO REHAB 38 WREATHS:
- INCANDESCENT TO LED
- NEW GREENERY
- LIFE SPAN OF 20 YEARS
- TOTAL OF 82 WREATHS
- INVESTMENT IN DOWNTOWN

YOUR TAX DEDUCTIBLE DONATION IS AN INVESTMENT IN DOWNTOWN MANSFIELD

DONORS WILL BE RECOGNIZED WITH A SIGN IN CENTRAL PARK

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

Each year just before Thanksgiving, lit holiday wreaths appear on the streetscape light poles in Downtown Mansfield, decorating Park Avenue West, Main Street, and Walnut Street, helping us all to get into the holiday spirit.

The oldest 38 of our 82 holiday wreaths have exceeded their useful lifespan and are looking noticeably shabby and worn. They are ready to be retired.

The Holiday Lights committee, part of the RCDG Beautification Sector, is working to restore and upgrade those original 38 wreaths.

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

Thank you for investing in Downtown Mansfield!
This year, it’s about more than “just the flu.”

GET YOUR FLU SHOT

Protecting yourself and your family with a flu vaccine will also protect our healthcare workers during this coronavirus pandemic. Flu shots are recommended for everyone 6-months and older.

Getting your flu shot can protect you and others from influenza, and while it won’t stop COVID-19, it might keep us out of the hospital so we don’t overburden the emergency room.

See the information about flu vaccines and COVID-19 at richlandhealth.org

DRIVE THRU

FLU SHOT CLINIC

Tuesday, October 13, 1 to 4 p.m.
at Richland County Fairgrounds

Everyone age 6 months and older needs a flu shot!

- Everyone stays in their own vehicle. Everyone must wear masks (unless under age two).
- Multiple people in one car may get their flu vaccine but paperwork will be needed for each individual.
- There will be stations to distribute forms and gather information at the drive thru.

- Richland Public Health Nurses will be available on both sides of each vehicle to give the proper vaccine dosage to each person after gathering documentation.
- Richland Public Health recommends everyone age 6 months and older get an influenza (“flu”) vaccine. This recommendation follows CDC guidelines.

Flu vaccines are FREE (no co-pays) when using participating insurances accepted by Richland Public Health. Please bring your insurance card and a photo ID. Our cost for flu vaccine varies depending on age and type of vaccine used. Cash, credit card, or check is acceptable if not billing insurance. Children less than 18 must be accompanied by a parent/legal guardian or another adult with written permission from the parent.

Flu Shots by Appointment after October 13

Equal Opportunity Employer/Provider of Services. This program is partially supported by Levy dollars.

For additional information call Richland Public Health Nursing: 419-774-4540.
You can find these tee shirts on the Chamber's website (www.richlandareachamber.com)! They come in three color options including dark grey, cardinal red, and jade green. Stop by your website and buy yours today starting $15!

Get Yours Today
SUPPORT RICHLAND COUNTY

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
Networking at Noon
Speaker: Lee Tasseff
President, Destination Mansfield-Richland County

When: NEW DATE!
Friday, October 30th | 11:45am - 1:00pm
(lunch is served at 11:45am, program begins at 1pm)

Where: Deluxe Catering & Events
28 N. Main St., Mansfield

How do we network in the age of COVID-19? Could you benefit from building more professional relationships? Is it important for you to meet prospective clients? Do you need to stay on top of the latest industry trends? Networking at Noon is the answer! Networking allows you access to opportunities you might not be able to find on your own and is important for establishing mutually beneficial connections with other professionals in our community. If these are things that interest you, join us for Networking at Noon! We will enjoy a short Ted-style talk from a member of the business community and then we’ll spend the majority of the event in guided networking - and we’ll do it all in a socially distanced manner.

Lee Tasseff will be our guest speaker on the topic, “Networking”. Lee has been the President of Destination Mansfield-Richland County since 1990. Currently navigating the county’s tourism marketing-based Economic Development agency through its restructuring, Lee relies on former and building new networking partners as a part of the re-making of the organization.

THREE WAYS TO REGISTER:
1) Use our events calendar at www.richlandareachamber.com
2) Call us at 419-522-3211
3) Email Lisa Duckworth at lduckworth@richlandareachamber.com
Leadership Unlimited is excited to announce a brand new program starting November 2020 called LU Learning Lab. This monthly virtual program will provide leaders, both current and on the rise, with leadership development training opportunities.

Save the dates for our upcoming program days:

- Thursday, November 12th
- Thursday, December 10th
- Thursday, January 14th

November 12th from 12:00-1:30 pm
Leading with Imperfection
with Vitale Buford, executive coach, speaker, and author of Addicted to Perfect

More information about this new and exciting program will be released in the coming weeks. Stay tuned!
YEA! is Accepting Applications!

We are currently accepting applications for the 2020-21 program year. Applications can be found at [www.yeausa.org](http://www.yeausa.org) or by contacting the Chamber office. Please attend an upcoming virtual information session so you and your families can learn more about this wonderful program.

Please register a session by emailing Nikki Lewis at nlewis@richlandareachamber.com.

YEA! Virtual Info Sessions
- Monday, October 12th from 12:00-1:00 pm
- Wednesday, October 14th from 7:00-8:00 pm
- Thursday, October 15th from 3:00-4:00 pm
- Friday, October 16th from 9:00-10:00 am
- Monday, October 19th from 6:30-7:30 pm

Madison Running

Madison Running is a Semifinalist in the 12th Annual Saunders Scholars National Competition.

LIVE PITCH
SATURDAY, OCT. 17TH
YEUSA.ORG TUNE IN & VOTE
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.
Looking for local workforce talent?

Introducing Community Opportunity -
Build Your Free Business Profile Today!

What is Community Opportunity?
Simply put, Community Opportunity is a resource. It is a comprehensive website for students, job seekers, and area businesses alike to connect, network, and find/share employment opportunities within our community.

The goal of Community Opportunity is to ensure that everyone in our community is aware of the jobs and careers available. Our local companies are in need of our local talent, who all too often do not realize the great opportunity right here in our own backyard.

Why Should I Participate?
Community Opportunity is a free resource for you as a local business -- you will have access to local job seekers’ resumes, and you’ll also increase your organization’s visibility and community engagement at no cost to you. It’s a win-win!

How Do I Build My Profile?
It’s easy! Follow the three simple steps below to get started. You’ll just need basic contact information, a company summary, plus a photo and/or video.

Step 1: Visit [www.communityopportunity.com](http://www.communityopportunity.com). Click “Company Registration”.

Step 2: Complete the Company Registration form. This includes contact information, company summary/profile information, and industry selection.

Step 3: Click the green “Register” button.

Once you’ve submitted your information, you’ll be able to edit the content, upload photo/video, and post job openings. All profiles are subject to approval. Once your profile is approved, you will be able to upload your logo, photos of your business, and more.

We’re happy to help!
Once you’ve set up your profile -- or if you have any questions during the process, don’t hesitate to contact me.

Clint Knight
Director of Workforce Development
Richland Area Chamber & Economic Development
Phone: 419-522-3211
Email: cknight@richlandareachamber.com
NEW MEMBERS

PLEASE JOIN US IN WELCOMING THE NEWEST MEMBERS TO YOUR CHAMBER

Black Belt Pro Fitness LLC
Category: Health & Fitness
1099 West Fourth St, Mansfield
(567) 307-7208
www.blackbeltprofitness.com

Builders First Source
Category: Retail/Building, Home Improvement Supplies
2275 Stumbo Road S., Mansfield
(419) 529-5411
www.bldr.com

Central Ohio EMS Training LLC
Category: Educational Centers & Services
20 Industrial Drive, Lexington
(419) 295-5907
www.centralohioemstraining.org

Create, Restore & More
Category: Artists
Mansfield
(419) 571-7853

Doug Neighbors Allstate Agency
Category: Insurance
1629 W Fourth St, Mansfield
(419) 529-2313
www.allstate.com

Hope419
Category: Medical & Health Services/Mental Health
1221 South Trimble Rd. Bldg C, Mansfield
(419) 951-2020
www.hope419.com

Integrated Cardiovascular Services
Category: Medical & Health Services/Hospitals
2348 Ferguson Road, Ontario
(213) 992-1401

Jodie D. Dees, J.D., CO., LPA
Categories: Attorneys
3 N. Main St. Suite 405, Mansfield
(419) 524-3337
attorneyjodiedees.com

Lawsen Equipment
Category: Construction, Contractors & Services
640 Baseline Road, Shiloh
(419) 752-0203

Local Project Pro LLC
Category: Construction, Contractors & Services
4122 Settlement East Road, Shelby
(419) 318-9759
www.localprojectpro.com

Mary Anne’s Meat Market
Category: Retail/Grocers
25 W Main Street, Lexington
(419) 884-0003

Midwest Aircraft Products Company
Category: Manufacturing, Industrial
125 S. Mill St., Lexington
(419) 884-2164
www.midwestaircraft.com

Robert Hassmann
Category: Financial Services
1230 Lexington Ave., Ste 101, Mansfield
(419) 564-0704

ZenBusiness
Category: Business Services
702 San Antonio St., Austin, TX (844) 493-6249
www.zenbusiness.com/form-llc/ohio

Banking with us means giving back.
As your local, independent bank, we're committed to supporting organizations that make a difference right here in our community.

MyMechanics.com/GiveBack
Lori has experienced a career setback like many others, but will speak with the group on how she managed to come out of it by making the best of it and loving the new adventure!

Lori A. Cope
Lori began her career with the City of Mansfield in 1993 as a Police Officer. After a near fatal cruiser accident in 2003, and two years of recovery, she opened her own driving school business. It was a wonderful success, which allowed her to open numerous locations around the area. She then was offered the position of Safety Service Director for the City of Mansfield, which she currently has held for the past ten years.

**About Lunch WISE:** Mark your calendar for the 3rd Wednesday of each month to join a group of dynamic, innovative local women for a time of powerful networking and motivation, as well as a chance to learn more about your community. This collaborative series exclusively for women is being co-hosted by the Richland Area Chamber and the Small Business Development Center at Ashland University.

Each month we’ll have a time of powerful networking, a motivational “TED-type” talk as well as a chance to learn more about your community. We look forward to having you join us!

Cost: $15

**THREE WAYS TO REGISTER:**
1) Use our events calendar at www.richlandareachamber.com
2) Call us at 419-522-3211
3) Email Lisa Duckworth at lduckworth@richlandareachamber.com
RIBBON CUTTINGS from September

Walking Arboretum at the B&O Trail (Northlake Park)

Advanced Auto (Ontario)

Redwood Apartments (Mansfield)

OhioHealth Inpatient Rehab
MORE SEPTEMBER MOMENTS...

Charles Follis Road Dedication (Shelby)

Rotary Clock Ceremony in Downtown Mansfield

LunchWISE Wednesday
THANK YOU TO OUR CATALYTIC LEADER INVESTORS