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**Our Response To COVID-19**

**Healthy Businesses, Thriving Community.** The Arvada Chamber remains committed to that vision for Arvada during what has been an unprecedented and difficult time for all businesses across the country. Our priority is the health of our community, businesses and thousands of employees. We have formulated the following responses and strategies to make sure that **ALL** businesses in Arvada have the opportunity to thrive.

**Convening A Cross Section of Community Leaders and Businesses**

* With a cross-section of local partners we are supporting a daily **Task Force** **call** that is focused on understanding the changes and needs that are impacting businesses and the ability for our local economy to thrive. Partners include: Arvada Economic Development Association, Arvada Visitors Center, Olde Town Bid, Community First Foundation and more.
* The Chamber team is focused on **daily calls and emails** to the hardest hit industries. With our partners we have actively reached out to all restaurants, retail and gyms. Additional industries will be added each day.
* Business leaders continue to be **surveyed** and contacted to understand what their questions are and how we can help.
* **Connecting needs** in the community has been an important role for the Chamber. Helping non-profits access food, supporting local blood drives and promoting volunteerism are just a few of the ways we have been able to close the gap on community needs.
* COMING SOON: **Virtual industry and Chamber group meetings** to allow people to discuss how they are coping. We hope this fosters innovation and a little therapy.

**Providing Education and Resources**

* The **COVID-19 Toolkit** launched the week of March 6 and is updated daily with information ranging from work from home strategies to small business loans.
* The **Innovative Best Practices Webinar** **Series** launched on March 18 with topics including activating your communication and creative commerce, e-commerce strategies, employment law and mental health. Sessions are being run every other day and will be recorded to support further sharing opportunities.
* The Chamber is **publishing and sharing articles** through our Web site and social media that are intended to help our businesses think in innovative ways about how they can weather this storm. Example: All banks in our community were contacted to determine how they are able to help businesses.

**Promoting Creative Commerce and a Thriving Community**

* The **Takeout Takeover** was launched on March 16 in an effort to promote continued support of the restaurant industry. This has been widely shared across our community thanks to the support of our partners. Next up, we are launch the **Tip Big and GO HOME campaign.**
* With other local partners the Chamber works closely with our PR Company led by Danielle Dascalos to **tell the stories of our amazing businesses** who are thinking in innovative ways. A number of stories have been picked up by local, state and national media.
* A **“Creative Commerce”** toolkit is being developed that highlights the resiliency of local businesses including zoom dance classes, virtual art classes and more. We hope this inspires other businesses to flip their current model on its head.

**Supporting Critical Workforce Needs**

* Arvada Works partners received a survey to determine what their **current hiring needs** are during this time. Additional research has been done to supplement this list. We are working to connect those who are seeking employment with the many employers who still have job openings. This will be published on arvadachamber.org.
* Tools and resources will be published in a **Workforce Toolkit** that includes unemployment, workshare and paid family leave details.

**Understanding and Advocating for Critical Policy Decisions**

* The Arvada Chamber is continuing to **track policy decisions** and changes that have positive and negative impacts on our members.
* Regular **policy resources** are being added to the COVID-19 Toolkit.

As Arvada moves from understanding and evolving into recovery the Arvada Chamber will be prepared to step up to support shop local branding, workforce placements, ongoing resilience training and continue to keep a pulse on business needs. The strength and collaboration of partners across Arvada has been incredible. We should all be proud of this amazing community that we get to live, work and play in!