

COVID-19 Winter Survival Tips for Retail and Hospitality

- Offer private appointments after hours for shopping or services.
- Expanded curbside services or pick-up options with easy access.
- Take any of services outdoors using shelters, heaters etc. Grants are available for a limited time.
- Add more outdoor lighting! Line interior window with inexpensive white lights. Keep lights on during grey days.
- Review product and services each day. Can you add new items? What is working, what is not?
- Step up social media marketing. It is affordable and cost effective.
- Make sure all promotion partners; chamber, Google, Visitors Bureau, social media, etc. are up to date and promoting you accurately.
- Maintain a “Can Do!” attitude. Attitude will make all the difference this winter.
- Encourage your staff daily. They will follow your lead.
- Partner with neighboring businesses on promotion and events.