

Three Part DDA Relief and Recovery Plan

April 22, 2020

- I. Financial Aid
 - a. Rent Relief Grants
 - b. Rent Takeover/Retail Incubator
 - c. Safety Requirement Grant (Masks, Safety Screens, Gloves, Signage)
 - d. Inventory replenishment/replacement grants

Funds will come from combined efforts of DDA and *community partners to fundraise and apply for grant opportunities/Patroncity

- II. Comprehensive program to reopen businesses safely
 - a. Comprehensive Report of Guidelines to Village and businesses based on Governor's policies
 - b. Best practices for safe reopening by business type
 - c. Consultation with individual business owners

Safety Best practices will be developed with *community partners and online resources

- III. Major Marketing and Events Campaign
 - a. Marketing of Open Businesses/Parks/Outdoor Activities and Events
 - b. Marketing of Safety
 - c. Marketing to Tourism
 - d. Event Schedule
 - e. Consultation with individual businesses on social media and online options

Marketing will include social media, Kiosks, signing, Chamber Publication, video series with Jeff Turick

Other initiatives to discuss are pop up parks on River and Ames, sprucing up Downtown with planter boxes

*Community Partners include: Village of Elk Rapids Staff and Village Council, Elk Rapids Parks and Rec Committee, Elk Rapids Chamber, Elk Rapids Rotary, Business Partners, Recovery Team, Elk Rapids Schools, Harbor Days Committee, Financial Institutions, Paddle Antrim