



Ideas and resources for independent  
businesses and the organizations  
(and people)  
that care for them

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# Your Presenters

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What is AMIBA?

**AMIBA builds a strong  
Local Economy Movement  
by supporting the growth  
and development of local  
business alliances and  
organizations.**





AMIBA does:

“Guide to Buy Local Campaigns that Shift Culture and Spending” (download)

“Shop Indie Local” Campaign at holidays

Templates and guides

Training and workshops

Newsletter

Annual Conference (September 30 -  
October 2, Madison, WI)



# Upcoming AMIBA member services

Webinar series


Meetup / Ask Me Anything

Member collaboration group

Expanded publications and events

COVID-19 specific initiatives






# The current situation: What our people told us

How would you describe your community's current situation?

ANSWER CHOICES	RESPONSES	
▼ Concerned but business as usual.	2.70%	1
▼ Typical business operations slightly impacted (e.g., less street traffic, fewer participants at events).	8.11%	3
▼ Typical business operations somewhat impacted (e.g., some businesses voluntarily shifting to online or carryout/delivery).	13.51%	5
▼ Typical business operations highly impacted (e.g., entire business categories shut down by health authorities, local events cancelled or postponed, official instructions to limit public interaction).	56.76%	21
▼ Almost all business activity closed down.	16.22%	6
▼ We do not have a clear picture yet.	0.00%	0
<b>TOTAL</b>		<b>37</b>



# The current situation: What our people told us

What are the three things you most need from AMIBA to keep yourself and your community physically, emotionally and mentally healthy?

ANSWER CHOICES	RESPONSES
▼ Up to date information on national trends and policies	51.35% 19
▼ Best practices in online marketing / promotions	24.32% 9
▼ Best practices on internet technologies, such as online sales platforms	27.03% 10
▼ Best practices on local and state public policy advocacy, including lobbying for new regulations or laws.	40.54% 15
▼ Unstructured sharing, brainstorming, and commiserating with my fellow local economy advocates nationwide	67.57% 25

Total Respondents: 37



# AMIBA strategies in process

Cohort collaboration groups (sign up to follow this webinar)

Best Practices database work in progress (with E-Ship, Startup Champions network, and others)

Advocacy Support -- policy examples and templates

New federal programs information

Conversations with experts

Crowdfunding and alternative funding education and support





# Agenda for the rest of this webinar

Overview of emerging best practices

Perspective from Austin: Rebecca Melancon, Austin Independent  
Business Alliance

Q & A

Next steps

What are we learning so far?





# Some helpful things we can do in our communities

Help businesses manage new issues

Help businesses come up with new ways to promote themselves - or  
pivot their services

Help businesses connect and communicate

Help arrange emergency financial help



# Help businesses manage new issues

Find resources, like health information in employees' languages

Find checklists for cleaning protocols and the types of disinfectants to use on various surfaces

Connect them to people who can help them deliver products, arrange carryout, etc.

Advocate for changes in parking rules

Improve their financial documentation to help prepare for assistance

## 新型冠狀病毒 (COVID-19) 須知

新型冠狀病毒(COVID-19)在全球爆發,影響到許多國家和地區。3月,布里德市長宣佈進入地域性緊急狀態,旨在提高三藩市的預

# Help businesses promote themselves

Remember, they may be paralyzed with fear, worried about themselves or loved ones, or otherwise stunned.

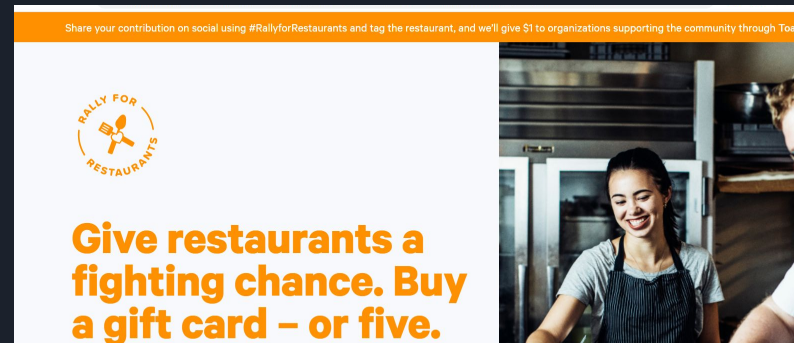
How about:

Window clings announcing services available?

Shared media buys?

Social media hashtag campaigns?

or...



# Social Distancing Bingo?

## Downtown Social Distancing Bingo

Coffee from Relax & pastry from Blackbird Bakery	Walk in Central Park	Pizza from Two Cousins	Growler from Phoenix	Send flowers from Taras
Breakfast from Coney	Lunch from Uncle John's	Check out all the outdoor murals	Wash your hands	Watch the latest QuaREntine
Practice mindfulness with help from MBA	Doughnuts from Buckeye Bakery	FREE SPACE	Download book from MPL app	Popcorn from Swavory
Take-out from KV Market	Find unique architecture	Review & share your favorite downtown spots	Shake & Tea from Downtown Nutrition	Carry out from Truckin Trav
Buy a gift card from your favorite shop	Wash your hands... again	Order online from downtown shops	Get the scoop at City News	Curbside pick up at DLX



# Connecting and communicating

Coffee and Connections via Zoom (ht Milwaukee Local First)

Video updates via Facebook Live/Instagram Live

Webinars / Ask Me Anything sessions

Call trees

Mutual aid collaborations





# Emergency Financial Help

Lobby foundations to accelerate grants

Prepare for SBA low interest loan

Leverage obscure state programs (example: SharedWork Ohio)

Industry-specific aid programs (example: Book Industry Charitable Foundation)

Facebook small business grant/ad credit progra

Service worker “Tip” web sites



## Help the Chattanooga Service Industry

Every time you have a drink at home during social distancing, consider tipping a local service industry worker through Venmo or Cash App. Refresh this page to get a new person to support.

Right now, service industry people are severely impacted by social distancing and quarantine. Lower amounts of patrons and restaurants closing will be tough on everyone. Every little bit helps.

*Your random selection:*

### Camden Bryant

Cheddars Scratch Kitchen As A Host

**TIP ON VENMO**

or

**TIP ON CASH APP**

@camden-bryant

\$CamdenBryant

If you are a service industry worker impacted by this in Chattanooga, [please fill out this form.](#)

[About Us](#) [View More](#) [Contact Us](#) [Privacy Policy](#)

# What can we do?

We can't change it all

We can't protect everyone

We can do a lot of things to help  
right now

We can take the opportunity to  
tap into the love that people have  
for their local communities - and  
get ready to grow that love into  
the future



# What you can do, starting now:

Gather

Curate

Encourage

Listen

Keep your ear to the ground

Take care of yourself






And now...

Rebecca Melancon, Austin Independent  
Business Alliance





# What Austin Independent Business Alliance has been doing

Blogs and more blogs (and emails)

Posters and social media art

Articles for local media

How-to webinars (so far: strategic planning and HR management)

Online business database

Love Letters to Businesses

Shoulder to cry on!



## Our (all of us) next steps

Collaboration cohorts by industry

Google doc of chat and other Q&A

Resource database

More webinars and online learning/sharing



Join us

[AMIBA.net/join-amiba](https://AMIBA.net/join-amiba)



*AmericanIndependent  
BusinessAlliance*