

**Town of Apex  
Small Business Support Proposal (COVID)  
Winter 2021**

**PURPOSE:** To assist small businesses in Apex that continue to be adversely affected by the COVID pandemic by creating and implementing initiatives that provide support and promotion.

**FUNDING SOURCE:** Re-allocation of \$500,000 from the Apex Small Business Emergency Loan Program.

**NOTE:** *Many of these initiative can start in winter 2021 but can extend indefinitely throughout the year.*

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| PHYSICAL |
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**Parking-to-Dining Program Phase II**

- Idea: Create outside dining areas by closing off specific parking spaces along one block of Salem Street (Saunders to Chatham).
- Date: March 15, 2021 – until TBD
- **Approvals Needed: removal of parking spaces on Salem Street**  
**Costs: \$12,900** (35 water barriers)

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| PROMOTIONAL/MARKETING |
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**“Winter on Salem”**

- Idea: Create an atmosphere that promotes visitors and shoppers to downtown Apex by closing one block of Salem Street (Saunders to Chatham). Merchants would have access to additional outside space for merchandise and eating areas and would advertise specials. A “Snow Zone” could also be created. This event could be co-sponsored by the ADBA.
- Dates: TBD (tentatively Feb. 13, and March 13) from 10:00 a.m. - 3:00 p.m.
- **Approvals Needed: street closure; APD and PW staff assistance**
- **Costs: \$4,500 date 1; \$2,000 date 2** (street banners; snow zone items, marketing materials; other)

**Social Media Ad Campaign**

- Idea: “Shop-Dine-Play this Winter in Apex”. Coordinate with TOA Communications to implement a focused campaign that promotes local business support. Also continue to encourage the community to support Apex businesses with carryout, curbside pickup, purchasing gift cards and by shopping online.
- Date: late January through March; a Spring campaign could also be considered
- Approvals Needed: non- anticipated
- **Costs: TBD** (advertising, printing)

**Small Business highlight videos**

- Idea: Create brief videos to highlight 6-7 geographic areas in Apex of retail and small businesses to be shared on the Town’s YouTube channel and social media. Coordinate with TOA Communications.
- Date: March – until (on-going media shares)
- Approvals Needed: non-anticipated
- **Costs: TBD** (professional video production by Kino Mountain)

## Count on Me NC

- Idea: Promote the state's established program for businesses to become certified as a safe place for customers and visitors to patronize through a series of social media posts and webinars on how to become certified.
- Date: March – until (ongoing)
- Approvals Needed: non-anticipated
- **Costs: TBD** (webinar presenter fees)

## TRAINING/EDUCATION

### Webinars

- Idea: Host a series of webinars featuring subject matter experts to train and/or educate business owners/managers in areas of promotion and marketing, on-line presence, SEO, ecommerce, POS, networking, etc.
- Date: February – until (ongoing)
- Approvals Needed: non-anticipated
- **Costs: TBD** (webinar presenter fees)

### White Paper

- Idea: Create a best practices white paper that outlines tips and tricks for businesses in areas of promotion and marketing, on-line presence, SEO, ecommerce, POS, networking, etc. Send the document to our small business list, post on our website and on social media.
- Date: February – ongoing (updated as needed)
- Approvals Needed: non-anticipated
- **Costs: \$500** (printing and postage)

## FINANCIAL RESOURCES

### Grant and/or Micro-Loan Program

- Idea: Create a program that awards up to \$2,000 per business/applicant that would provide support for specific needs (re: COVID) such as:
  - Indoor ventilation improvements
  - Outdoor seating areas
  - Marketing / ecommerce / Website / POS improvements
- Date: Application period opens Feb. 1 and closes March 31
- **Approvals Needed: allocation of funding**
- **Costs: TBD – suggest \$250,000 in funding**

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KNOWN COSTS - \$269,900

ESTIMATED COSTS – \$294,900

**Town Council Approval Required**