

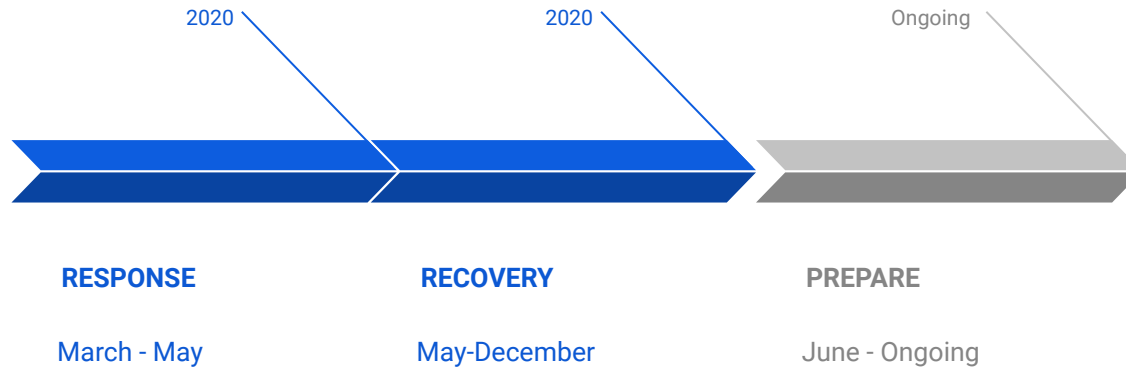


COVID Response: Lebo goes **Green**

Eric Milliron • 6.9.2020



Timeline of Phased Response - an emergency management approach.



Response - immediate.

- BUSINESS CONTACT LIST
- SURVEY
- ACCESSIBLE PLATFORM - OPENLEBO
- BIZ LISTINGS/INTERACTIVE MAP
- DISTRIBUTE MEANINGFUL INFO
- TECHNICAL ASSISTANCE
 - PPP
 - CROWDFUNDING
 - COVID GUIDANCE
- CONSULTATION



Recovery - now.

- LOVE LEBO => BINGO, WEB, SIGNAGE
- APPROPRIATE OUTDOOR GATHERING
- CONTINUED TRACKING/SURVEY
- MARKETING REOPENING - Social media/web
- OPEN FOR BUSINESS EVENTS - planning
- ACCOMMODATION OF PICKUP/DELIVERY
- ESTABLISH BUSINESS RECOVERY TASK FORCE





Prepare - now + forever.

- TRACK VACANCIES, MANAGE APPEARANCES, + CREATE POST-COVID STRATEGIC PLAN FOR TENANT ATTRACTION + RETENTION
- ENHANCE ONLINE SALES CAPABILITIES + WEBSITE FUNCTIONALITY
- EDUCATE ON CHANGED ROLE OF PHYSICAL STORES => SHOWROOMS, BRANDING PLATFORMS, EVENT CENTERS AND FULFILLMENT CENTERS
- HIGHER SAFETY EXPECTATIONS => TOUCH FREE CHECKOUT, QR, VIRTUAL MENUS AND 'THEATER OF CLEANLINESS'
- BUSINESS CONTINUITY PLANS = RESILIENCY





Commercial District Diagnostic

An example of future data tracking

KEY DATA POINTS (Ongoing)

<u>Business Environment</u>	
Indicator	Source
# of Closed Businesses	Field Observation
Reasons for Closure	Merchant Survey
Job Loss	Labor and Industry/Survey
Storefront Vacancies	Field Observation
<u>Physical Environment</u>	
Indicator	Source
Trash/Graffiti	Field Observation
Property Condition	Field Observation
<u>Market Data</u>	
Indicator	Source
Consumer Spending	Customer/Merchant Survey
Customer Sentiment	Customer Survey
<u>Adaptive Capacity</u>	
Indicator	Source
Resources to Response	Muni/Partnership Budget
Policy Changes	Ordinance/Zoning Code

Q+A
