

Dear Richmond Businesses,

These are challenging and scary times for all of us, but especially for small business owners. I wanted to reach out to you directly and provide an update on Retail Merchants' response to coronavirus and highlight some of our tools and resources.

### **Meetings & Events**

Nothing is more important than the health and wellbeing of our members, employees, and doing our part as responsible members of our community. In accordance with CDC recommendations, Retail Merchants will be **canceling all events through April 3**. This includes:

- Connect@ Venture X
- Richmond Region Hospitality Association Meeting
- New Member Orientation
- April's Friday Forum Breakfast

In addition, **we've closed all of the meeting rooms at Retail Merchants through April 15**. We apologize for any inconvenience this has caused but would be happy to help you navigate some of the online meeting options should you need assistance. Here's a [quick list](#) to get you started.

### **Online Resources for Businesses**

RMA is committed to helping businesses navigate through these uncharted waters. In order to do so, we've established **a resource page** where businesses can find a [guide](#) to help prepare your team, customers, and finances. We will be updating this page with additional resources as we move forward.

We've also created **a dedicated thread in our online community** specifically for businesses to connect with fellow businesses and communicate about how you are handling specific situations. It's a place where you can get advice, offer advice, and offer support and solidarity as we all go through this process together.

Please note that we will also be opening up this thread to non-RMA members so that we can work to help as many businesses as possible during this time. If you know of a business who could benefit from this online discourse, please feel free to share [the link](#).

### **Tell Us What You're Doing**

This Thursday, March 19, we will be sending out our consumer email, Think. Shop. Buy. Local and will be including a round-up of what small businesses are doing and how our curated audience of thousands of engaged supporters can best support you during this time. Do you offer gift cards? Are you offering curbside pickup? Do you have online options? Please **send us a quick note** with what you're doing if you'd like to be included.

While the Retail Merchants team will be working remotely, we are always here for you and are all available via phone, email, or video conferencing. Please stay safe and healthy and we will get through this together.



Nancy C. Thomas