

120 S. Florida Avenue, DeLand, FL 32720 • 386.734.4331 • www.DeLandChamber.org

Dear Valued Members,

Nothing cures fear faster than action.

As your chamber, we are prepared to take action in helping you navigate this crisis and sustain your business during the coming days, weeks, and beyond. We are ready to offer support, as we are always continuing to build trusted partnerships, develop relationships with community leaders, and gather resourceful information to benefit our members and our West Volusia business community. In this time of uncertainty, you can be assured we are here for you—and have a plan of action.

First, we have created an **Information & Resource HUB** on our website at www.delandchamber.org for access to the most current developments in the coronavirus situation. Resources and information will be updated and added as it becomes available. We ask that you stay in close communication with us during this time via email to either *a*) REQUEST information or resources for your business, or *b*) OFFER B2B information or resources to fellow members and business owners/employers. More information on best ways to communicate this information to us can be found below in this email under the **HUB** section.

Secondly, we want to help you get the word out about goods and services you have to offer through online ordering, gift card purchases for future use, delivery services, or other offers that would be relevant for those practicing social distancing and adhering to the CDC guidelines for COVID-19 precautions. To assist you in continuing to do business, we are waiving advertising fees for our Weekly Wake eNewsletter banner ads for the next 6 editions (up through the end of April). Read more details about how you can take advantage of this offer below in the section, **Catch The Wake**.

Next, we will be hosting a “Happy Hour” on social media each Friday and Saturday evening beginning March 20th and continuing through May 2nd. We will host our Social Share happy hour from 5:00-6:00 p.m. on Facebook. During this time, we will share YOUR social media business page posts that are relevant to the goods and services you have to offer through online ordering, gift card purchases for future use, delivery services, or other offers that are relevant to those practicing social distancing or for B2B offers that would assist fellow business owners/employers. Find out how to join in our social share by referencing the section below, **Happy Hour**.

To our members in the health & wellness or tourism industry, we are proceeding with our W.I.N. (Wellness Initiative Network) as a “soft opening” in April. Our West Volusia Wellness Initiative has never been more relevant than NOW! Read further instructions on how to promote your products and services through this network in the section below, titled **W.I.N.**

Finally, through our valued partnership with the **MainStreet Deland Association**, we are extending the Catch the Wake eNews banner ads and social share Happy Hour promotions to all their members as well. It is a time for our community to come together in support of one another, and we are happy to do our part.

We are so fortunate to live in an age of amazing technological opportunities! Now is the time to utilize your marketing tools like social media, send an email campaign or finally put together that contact list you’ve been meaning to get to. Update your listings on free sites, encourage your clients to leave reviews of past visits, and update your Chamber website landing page profile, upload coupons, flyers, photos, videos and send a message to fellow members - all through ChamberMaster, the powerful marketing tool right at your fingertips. If you need login credentials or a password reset, just email us at opportunities@delandchamber.org and request a link.

This is only the beginning phase of our strategic action plan to support you and your business. There is no manual for this unprecedented situation, but together we will persevere and grow stronger. Be well.

In service to our community,

Jan

Janet Wilson, Executive Director
DeLand Area Chamber of Commerce & Orange City Alliance

