



## **"WE'RE OPEN"**

### ***THINGS TO CONSIDER FOR BUSINESSES & ORGANIZATIONS:***

**Dear Lemoore Chamber of Commerce Members and Community,**

The COVID-19 situation has taken its toll on our chamber members, our communities and our families. Each day seems to bring its own unique challenges and we are all doing our best to adapt during this time. We at the Lemoore Chamber share many of the same concerns, frustrations and uncertainties that our members are facing. And we stand ready to assist in any way that we can.

We have spent the last several weeks doing our best to keep our members up to date on the current issues impacting local businesses and providing resources as much as possible. During this time we have also encouraged our members to adapt their current business practices and utilize this time to research their options for the future. And while we do not yet have all the answers, we remain committed to providing our members with access to as much valuable information that we can.

While the ideas included in this packet are not the authority on all of the options you may have for your business, my hope is that it helps you begin to think of ways that we can adapt to our current situation and no longer just react to it but find ways that we can recover and grow.

As always, should you need anything from us, please do not hesitate to reach out.

Sincerely,

*Amy Ward*

President & CEO



## ASSESSING YOUR FINANCIAL SITUATION:

### *Start with the numbers!*

- Review 2019 P&L's before you begin planning for the future. This will help remind you of items you may have forgotten to take into consideration.
- Obtain feedback from your team. Often times, team members are the boots on the ground resources for owners/managers and they may have the information you need to plan accordingly!
- Begin projecting for the rest of the year. It is best to have several scenarios. These might include a best case scenario, most likely scenario and worst case scenario.
- Be honest and make cuts as needed. You can always add, but taking away later can cause even more difficulties.
- Communicate any changes as soon as possible with those that it will directly affect.
- Consider changes in your supply chain that might affect your future needs. Cost of goods, cost of shipping and access to resources, can change so preparing in advance may help.



## ASSESSING YOUR CUSTOMER NEEDS:

### *Consider how customer needs may change!*

- The current situation may cause the needs of your customers to change. What ways can you adapt now to meet these potential changes?
- Evaluate how new legal requirements may impact your business facility. Will you need to redesign your space to accommodate new regulations? What safety measures might be needed?
- Identify if there is a need for improved online options for your business?
- Reach out to your regular customers to obtain valuable feedback on what they might expect/need from your business in the future.
- Reach out to team member for their suggestions on needs they think your customers might have..
- Begin considering how you are going to communicate these changes.



## ASSESSING YOUR CURRENT PRACTICES:

*Know the WHY behind your current business model!*

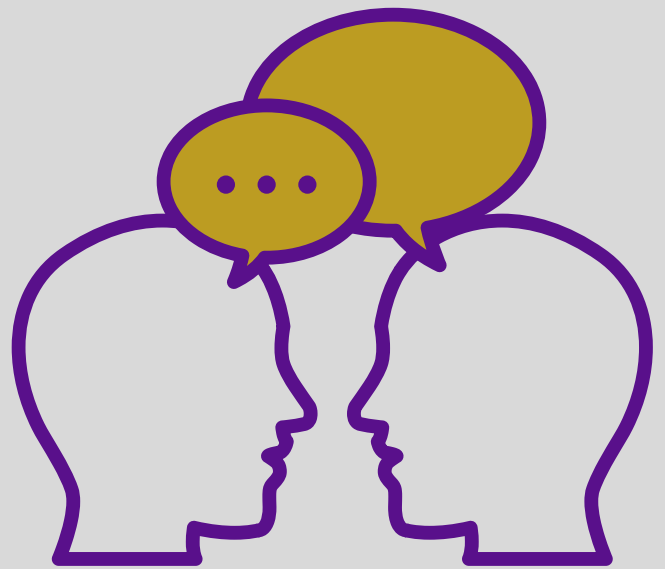
- Over time many businesses and organizations fall victim to the, "we have always done it that way" mentality. The world is constantly changing, so it may help to take this time to review your current policies and procedures and identify ways your business can adapt and grow.
- Identify what is working well and what is not working. Be honest and open with your teams as you evaluate your current procedures.
- Consider new tools and/or resources that can help improve your current business model and operating procedures.
- Evaluate your employee handbook and ensure that all staff is made aware of any changes that you make.
- Follow the steps your customers need to take from the moment they interact with your business to time of purchase. Identify any gaps and look for ways to enhance the experience for your customers.



## ASSESSING YOUR CURRENT COMMUNICATION PLAN:

*If you do not know who you are , neither will your customers!*

- Remember that your "Brand" is who you are as a business or organization. It is the why behind the what.
- Begin communication early and regularly with your team members. Keep in mind that many of them can be an extremely valuable resource for you as a leader. They will also likely be the ones your customers ask questions to, so it is imperative that they know the answers.
- Begin considering how the changes you make during this time will affect your customers and how you can communicate these changes more effectively.
- Marketing during this time is critical. Your messages need to be clear and direct. Remember, if your customers do not hear from you, they may receive incorrect information from other sources.
- Identify the correct advertising avenues for your business. For some this may be an emphasis on more social media engagement, for others this is through direct contact with your customers.



# ADDITIONAL EMPLOYER RESOURCES:

- For questions regarding employer related issues, including FMLA, workplace health and safety, etc.:  
<https://www.labor.ca.gov/coronavirus2019/>
- If you or your business has been affected by COVID-19, and have questions about State assistance:  
[https://edd.ca.gov/about\\_edd/coronavirus-2019.htm](https://edd.ca.gov/about_edd/coronavirus-2019.htm)
- Latest COVID-19 information from the California Department of Health:  
<https://www.cdph.ca.gov/>
- Latest COVID-19 information from the Kings County Department of Public Health:  
<https://www.countyofkings.com/departments/health-welfare/public-health>
- Latest from the Governor's Coronavirus Response:  
<https://www.covid19.ca.gov/>
- Small Business Administration:  
<https://www.sba.gov/>
- Kings County Economic Development Corporation:  
<https://www.kingsedc.org/>





*FOR MORE INFORMATION ON HOW THE LEMOORE  
CHAMBER CAN ASSIST YOUR BUSINESS,  
CONTACT US TODAY!*

**PRESIDENT & CEO**

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THE LEMOORE CHAMBER OF COMMERCE DOES NOT HAVE ANY LEGAL AUTHORITY IN THE STEPS NEEDED TO OPEN YOUR BUSINESS BACK UP. THIS IS NOT INTENDED TO BE TAKEN AS LEGAL ADVICE OR TO INTERFERE WITH LOCAL, STATE OR FEDERAL LAWS AND REGULATIONS. THIS INFORMATION PACKET IS ONLY INTENDED TO HELP OUR LOCAL BUSINESSES AND ORGANIZATIONS CONSIDER THEIR CURRENT OPERATING PRACTICES AND HELP POTENTIALLY IDENTIFY WAYS THAT YOU CAN ADAPT YOUR UNIQUE OPERATIONS DURING THIS TIME. 5/5/2020