

THE MAIN THING LOCAL PPE

Vol. 1



COLORADO
Department of Local Affairs
Division of Local Government



INNOVATIVE MAIN STREET RESPONSES TO COVID

After months of responding to the COVID-19 crisis, Colorado has begun the transition out of “stay at home” and into “safer at home”. This transition and reopening means the beginning of a road to recovery for many of the businesses in our Main Street Districts. We realize that businesses are feeling the pressure to do things right as they start welcoming customers back into their stores.

As businesses face a new normal, Main Street programs have been stepping in to find unique ways to assist and support businesses in continuing to follow public health guidelines. We identified a few Main Street Programs that are promoting Personal Protective Equipment in a variety of ways. This edition of The Main Thing looks into innovative trends related to Personal Protective Equipment (PPE) that are having a positive impact during this global pandemic.

About the Main Thing:

During these times, we’ve found that focus can sometimes be tough to come by. The Main Thing is a collection of resources compiled by Colorado Main Street to highlight innovations, give a thumbs-up to local practitioners, and encourage the spread of positive news. Watch for regular editions featuring news topics throughout the summer.



MADE ON MAIN (WITH A COVID-19 TWIST)

In response to COVID-19, the public health restrictions have put a halt to several businesses, forcing many to rethink operations. Businesses across our Main Street districts are adjusting their offerings to fit changes in demand. These businesses are supporting their community by producing needed equipment, with Main Street assisting with marketing, promotions and distribution of the new business offerings. Check out some of the bright spots across Colorado:



LAMAR

In Lamar, Colorado Mills isn't waiting for summer to spread the happiness that a field of sunflowers can bring. They've ramped up production on a line of personal care products, including hand cleanser. Rick Robbins, general manager, helped provide Lamar Partnership Inc. with a supply to assist downtown businesses as they reopen.

Program Manager: Angie Cue

Chair: Tera Bender

Website: mainstreetlamar.com



300
MASKS
SHARED
WITH
15
BUSINESSES

GRANBY

Granby's innovation encourages entrepreneurial activity while providing businesses the PPE equipment needed to keep their doors open. When Granby Main Street first learned of the need to wear face coverings in public places, they quickly launched a Community Mask Drive where they facilitated the matching of local face masks vendors with their local business community. Granby Main Street started the matchmaking services by first reaching out to vendors and creating a list of people making masks locally. They then reached out to their local businesses to see if masks were needed for staff and inquired to see if any of the businesses were interested in carrying face masks as inventory to sell in their stores. To date, Granby Main Street has helped approximately 15 businesses secure 250-300 locally made masks.

Program Manager: Lauren Huber

Chair: Jennifer Laspesa

Website: granbychamber.com/



OVER
3,000
- SPRITZ BOTTLES -
SHARED ACROSS
COLORADO

LYONS

As a twist on the Made on Main trend that's so prevalent in Lyons, two local businesses teamed up to provide a much needed spritz to the community. Spirit Hound Distillers started making hand sanitizer and got their containers from Green Goo, a business on Main Street. Lyons Main Street worked to share information on Spirit Hound's new product and helped with distribution. As a result of this collaborative partnership, 3,000 hand sanitizer bottles were shared across Colorado, and Spirit Hound has manufactured more than 200 gallons to clean Colorado hands.

Program Manager: Brianna Hoyt

Chair: Kay McConagha

Website: townoflyons.com/395/Colorado-Main-Street-Program

WINDSOR

Face Masks



When Colorado's shutdown orders were announced, face masks were in high demand. Very few people, including essential workers, had the protective equipment they needed to do their jobs and conduct business safely. To respond to this need, Inga Grudzys, owner of Inga Fine Tailoring, redirected her resources and started sewing cloth masks to help strengthen Downtown Windsor's resiliency. One of the first orders she fulfilled was for the Windsor police force. Requests picked up from there, and Inga has made 1300 masks to date. Masks are priced at \$15 a mask with 10% of all sales going to the Community Foundation of Northern Colorado's COVID-19 Response Fund. The Windsor Downtown Development Authority partnered with Inga by helping promote her masks via social media sites. (Did you know that each mask takes 12 separate sewing operations to complete?)

Hand Sanitizer



As businesses started plans to reopen, the Windsor Downtown Development Authority (DDA) partnered with a local distillery (Heart Distilling) to provide hand sanitizer to businesses in need. The Windsor DDA wanted to help businesses reduce the risk of transmission of COVID-19 among staff and customers so businesses could remain open and continue operations. The DDA purchased 42 growlers of hand sanitizer and distributed them to businesses. Local DDA Chairman, Dan Stauss, was assisted by Jason Schadler, with a helping paw from Zeb the Wonder Dog.

Program Manager: Matt Ashby

Chair: Dan Stauss

Website: windsordda.com



VIRTUAL CAMPAIGNS

Main Street programs are continuing to help their communities progress through the various stages of Colorado’s reopening strategy with a call to personal and collective responsibility. To help prevent the spread of COVID-19, Main Street’s have taken the extra step to encourage their residents to put safety first through virtual campaigns while businesses gradually reopen. These virtual campaigns are a fun reminder to residents to wear PPE, especially when it is difficult to maintain a 6-foot distance from others.

WELLINGTON

Wellington Main Street developed a “show your mask” virtual challenge to help encourage residents to continue acting responsibly by wearing face masks in public. The organization reached out to all of the businesses in its district and purchased a \$5 gift card from each business. Residents were asked to post a selfie of their mask with the hashtag #showusyourmaskwellington. The challenge took place over 20 days with daily drawings for the gift cards. The challenge generated 43 posts and 20 winners. Nine of the gift cards have been used so far with a total return of \$174.99 from a \$45 investment. That is an average increase of \$14.44 per \$5 gift card.



Program Manager: Kallie Cooper

Chair: Anita Hardy

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