

Pavlicek, Cara

From: Trustee Taglia
Sent: Thursday, November 5, 2020 2:14 PM
To: Trustee Andrews
Cc: Pavlicek, Cara
Subject: Re:

Deno (board bcc'd):

I think these are really good ideas and I'm glad to second this.

Thanks,

Jim

Sent from my iPad

On Nov 5, 2020, at 2:10 PM, Trustee Andrews <TrusteeAndrews@oak-park.us> wrote:

Cara, Board (BCCd),

The business community is really suffering due to this latest round of orders from the Governor. We are having a Business Recovery Taskforce Meeting next week, which I expect will result in additional asks. However, there are two things I think we should immediately be doing so I am proposing them today and would like for them to be on Monday's agenda (if there is a second of course).

Proposal 1- Consumer Spending Match

I propose that one of our partners manage a program where people can purchase gift certificates (or "Village Cash") at a discount:

- The village would make up the difference up to a capped amount. I suggest \$25k but the board would decide.
- For example, a consumer can buy a gift certificate to be used in participating businesses. We can set a maximum certificate amount of \$50, which can be purchased by consumers for as little as \$25. I'd argue between 25%-50%- I believe there would be excellent price elasticity at a 25% discount. If we do too much of a discount we would be wasting money that could be leveraged for more consumer support. Again, the board can decide what the percentage discount would be.

- I would limit the program to restaurants and bars for take out or delivery, but the board can decide which sectors should participate with the input of the Chamber, BAC, and any other stakeholders.
- The Village would work with partners to get any qualifying business onboarded as a high priority.
- The Village, and elected officials (if they choose) can widely publicize the program once it is live.
- The Village can "boost" social media posts announcing and promoting the program with \$1k-\$2k targeting Oak Park and all bordering communities.
- We build in a social media component to have people post to their social media accounts that they support local business. Perhaps a social media post can be a prerequisite to obtaining a discounted certificate. I am happy to work on this with whomever would manage the project.

Proposal 2- GoFundMe

As an owner of a failed restaurant in Oak Park, I have a strong understanding of the costs of doing business. No matter what the village does to try helping the restaurant community, some restaurants may just temporarily close because the cost of doing business is too great to be operating below 70% capacity. Some might stay open but need some extra help to fill in the losses. Charitable donations might be better because they don't have a Cost of Goods Sold (COGS) component which eats up such a high percentage of typical sales. Here is what I propose:

- The Village produce a video that can be used on a GoFundMe campaign. Videos are the strongest tool in a GoFundMe campaign and it's a barrier to entry for most small companies. If the Village uses its incredible video producer to make a short and powerful video encouraging people to support local business, multiple businesses can use the video for their own campaigns.
- We create a landing page on the Village Website that lists all local businesses that have a live GoFundMe (or other) campaign.
- The Village promotes that page on social media with \$3k-\$5k in "Boosts" targeting Oak Park and each bordering municipality.
- Elected officials (if they choose) can also promote the landing page and campaigns on their own social media.
- This proposal could be open to any business.

Again, I would like these to be on Monday's agenda if at all possible, and I request a second from my colleagues.

Best regards,

Deno J. Andrews
Trustee, Village of Oak Park
(708) 420-5659 Mobile