



## MOUNT JOY BOROUGH COUNCIL REPORT FOR APRIL 2020 ACTIVITIES

Main Street Mount Joy has been focusing our efforts in April on working with our downtown business community on the COVID-19 situation.

We have provided advice in the following areas, and working one-on-one with business owners regarding these topics:

- Non-essential business closings during PA Governor Wolf's announcements
- Retaining business during business closures
- Working within the business climate during the COVI-19 situation
- When to stay open and when to close – is it worth it to remain open?
- Planning long-term for business closures
- Working with DCED & SBA on potential loans to continue business
- Maintaining social media presence during business closure
- Working with open businesses to adjust business structure with less employees
- Payroll Protection Program questions, answers & submission help

Main Street Mount Joy is participating in regular & numerous video conference & phone conference sessions with local regulatory agencies and economic agencies on best practices, latest news, potential outcomes and expectations through the COVID-19 situation.

Main Street Mount Joy has been sending multiple emails out with details on economic topics and COVID-19 updates as it relates to PA, the US and small businesses.

Main Street Mount Joy has received numerous calls from the public on Food Bank options, unemployment options and housing opportunities.

We also created a video highlighting several businesses in town that thanked the community for their support. This video was not exclusive to downtown businesses. Any business on our eNews list were invited to participate. Our video was highlighted through PA Downtown Center. Within 3 hours of posting, the video had over 1000 views and was shared 20 times.