

# *Re-Invent Greene* Resource Guide



Brought to you by Greene County  
Chamber of Commerce





## Greene County Chamber of Commerce

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of Commerce](#)

[Greene County Chamber  
Business Updates](#)

## Re-Invent Greene

As the Greene County Chamber of Commerce continues to work on behalf of it's membership through the COVID-19 crisis, we anticipate that the business community is going to find the recovery process challenging and difficult. We applaud the necessary and required action that our members have taken to encourage social distancing and to protect their customers and employees so far. We know that this comes at a hefty cost and our county will certainly face the economic impact of this pandemic. The business community is continuing to work hard to come up with innovative ways to comply with safety guidelines and get back to work as soon as possible. *Reinventing* a business model is not an easy task when there is no prior experience to draw upon.

We plan to help promote businesses who are working hard to deliver services and get back to somewhat of a normal operations level. We know that things will look different in our county for a long time to come, but our local businesses have been inventive and creative in *re-inventing* themselves during this unique time.

In this publication, you will find information that you will need as you move forward in the opening process. Our "*Re-Invent Greene*" green ribbon will be featured on door signs that are provided in printable versions to post in your business to help inform customers that you are opening in a responsible manner to try to bring back business to Greene County.

The Greene County Chamber of Commerce brings value to the business community on so many fronts. We continually monitor local, state and federal agencies to share the most prudent information as it becomes available. We look for information that is compatible with our rural community and how we can navigate COVID-19. We share this information through eBlasts, eNewsletters, dedicated pages on our Website and on Social Media.

It is our hope that this document and the provided links will be a resource to help you find the information that you need in order to open safely, what steps should be taken to put you on the best path of success, and how to assess your business needs.

Founded in 1901, the Greene County Chamber of Commerce represents 350+ businesses and organizations in the area. We are a membership organization promoting our members to the community at large and to each other with the goal of fostering prosperity in Greene County.

For more information on the Chamber or its programs or services please call 724-627-5926 or email to [info@greenechamber.org](mailto:info@greenechamber.org).

# 6 Ways to Prepare to Re-Open

*Consider these simple steps to prepare your business to re-open after COVID-19.*



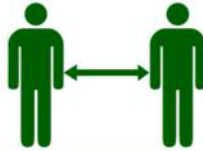
## 1 Build a COVID-19 Plan

Prepare a plan of action. This plan will later be used in marketing efforts to show your customers that you care. Include cleaning & sanitizing schedules, new protocols, safety procedures, social distancing, and options that include both indoor shopping and curbside. Be sure to continue engaging with consumers through social media.



## 2 Social Distancing

By now, you have probably seen stores that have stickers on the floor showing you where to stand, signs that limit the number of entrants, doors marked entry and exit only, workers that are wearing gloves and face masks, and even plastic barriers at counters. You need to consider similar procedures. Figure out what is best for your business and start gathering necessary supplies and signage to accommodate your COVID-19 plan.



## 3 Cleaning Schedule

Consumers will notice if your store is clean, organized and safe to enter. Make sure you are rebuilding your cleaning plan and have all the necessary items needed to do so. Build a new schedule and add it to your daily calendar. Make sure your staff is fully aware of the new procedures - have staff meetings before re-opening to review your plan. Build in inspection times and checklists for quality control.



## 4 Market Your Plan

As businesses begin to re-open, consumers will look for those locations who have clearly marketed their COVID-19 safety plan. When you begin to market that your back open, follow it up with your new plan. A well organized plan can even increase business because your customers know that they are entering a safe environment.



## 5 Respect the Process

The process of re-opening will constantly change as our leaders evaluate the current environment. Just as many people who are ready for business to be open as usual, there are others who will remain overly cautious for quite some time. If you cater your plan to the cautious, consumers will be more open and respect those procedures. The lack of a plan will undoubtedly lose some consumers. The faster you adhere to the safety protocols, the faster you will get



## 6 Contact the Chamber

We want to help your business re-open! Contact us today so that we can share your plans of re-opening on our Facebook pages and our weekly eBlasts. Email us at [info@greenechamber.org](mailto:info@greenechamber.org) with details of your re-opening. *Want to hold a Grand Re-Opening Ribbon Cutting to celebrate? Contact us today to get your date on the calendar!*



**Greene County Chamber of Commerce**

**Phone: 724-627-5926**

**[info@greenechamber.org](mailto:info@greenechamber.org)**

**[www.greenechamber.org](http://www.greenechamber.org)**

**Facebook: [Greene County Pa Chamber of Commerce](#) and [Greene County Chamber Business Updates](#)**

# CUSTOMER COMMUNICATION



## GOOGLE



### GOOGLE YOUR BUSINESS

Google your business to make sure the sites listed on the first page contain your current information (hours of operation, special instructions for customers, etc.). This is often the first source of information your customers will see when they Google your business - make sure it's correct!

## SOCIAL MEDIA



### UPDATE SOCIAL MEDIA

Update your business hours on your "About" page on all social media platforms. Create a detailed post that includes your current hours of operation, procedures on shopping, and other important updates so your customers know what to expect when they come to your business. Pin this post to the top of your page so customers see it first.

## EMAIL



### EMAIL BLAST

If you have an email list, send an email to welcome your customers back and include any new processes or procedures they can expect when visiting you. This is also a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!

## CALL



### CALL CUSTOMERS

Nothing beats a personal call and talking directly to your customers and clients. Spend some time each day to call customers to let them know that you're back in business!

# Stay

# Connected

*Recovery Communication Plan -  
Share your business updates  
with your customers!*



## Business Info & Hours

Keep your customers informed of changes to your hours of operation:

- Opened or Closed
- Shortened hours

Ensure your contact info is accessible on everything.



## New Procedures

Share what your procedures are in regards to sterilization and social distancing.

- Are you providing delivery?
- Digital office hours?
- Curbside pick up?

Ensure your customers know how to continue to purchase your product.



## Digital Visibility

Update your website

- Offer Gift Cards
- Specials & Promotions

Use social media for real time updates and sharing unique content.



## Think Outside the Box

Create a virtual experience for new and current customers:

- Tutorials/Classes
- Virtual Tours
- Games
- Tips & Tricks
- Happy Hours



## How are you Helping?

Share with your customers how you are helping the community and other businesses during this time.

Partner with a non-profit or a school.



## Check In

Whether you are open or closed, check in with your staff and regular customers.

Reach out and see how they are doing and remind them that you look forward to seeing them again soon.



# OTHER COMMUNICATION IDEAS



## SOCIAL MEDIA CONTEST



### CONTEST TIME!

Everyone loves free stuff! Reengage customers and attract new customers by running a social media contest. Contest can include a giveaway of a product or gift card to your business.

## GO LIVE!



### UPDATE SOCIAL MEDIA

Broadcast "Live" on Facebook during your first week to give customers a virtual tour around your business showcasing any physical distancing or changes you've put in place.

## ONLINE PRESENCE



### UPDATE YOUR WEBSITE

This is the perfect time to work on your online business presence, whether it's updating or recreating your website or adding the ability to sell merchandise or services online. The ability to do business online gives you the flexibility to easily pivot during a crisis.

## CHAMBER IS HERE TO HELP!



### LET US HELP YOU!

As your business transitions through the reopening process, let us know the operation details of your business so we can help you spread the word! Also, be sure to send us details of contests, promotions and give-aways to help promote your business.

**Send all information to**  
**[chambernews@greenechamer.org](mailto:chambernews@greenechamer.org)**

# HELPFUL LINKS



All Re-Invent Greene Resource Guide updates and links can also be found on our website: [www.greenechamber.org](http://www.greenechamber.org)

## LOCAL RESOURCES



Greene County Chamber of Commerce - <https://greenechamber.org/>



Greene County Commissioners - <https://www.co.greene.pa.us/commissioners>



Greene County Department of Economic Development - <https://www.co.greene.pa.us/departments-economic-development>



Greene County Industrial Development Corp. - <http://www.gcidc.org/>



Greene County Tourist Promotion Agency - <https://visitgreene.org/>



Waynesburg Prosperous & Beautiful - <https://www.waynesburgpa.org/>



Small Business Development Center - email: [sbdc@innovation.pitt.edu](mailto:sbdc@innovation.pitt.edu) website: <http://entrepreneur.pitt.edu>



U.S. Small Business Administration

SBA (Small Business Association) - <https://www.sba.gov/>



Allegheny Conference on Community Development - <https://www.alleghenyconference.org/>



Ready Pittsburgh - <https://www.readypittsburgh.com/>



World Kinect Energy - <https://world-kinect.com/>

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## STATE RESOURCES



State Representative Pam Snyder - <https://pahouse.com/Snyder/>



State Senator Camera Bartolotta - <https://www.senatorbartolotta.com/enewsletters/>



PA Department of Health - <https://www.health.pa.gov/topics/disease/coronavirus/Pages/Coronavirus.aspx>



PA Department of Community and Economic Development -  
Phone: 866-466-3972 website: [dced.pa.gov](http://dced.pa.gov)



Bringing PA Back - <https://bringingpaback.com/>



PA Dept of Labor and Industry- Coronavirus Resource: <http://www.dli.pa.gov>



PA Chamber PA Chamber of Commerce-<https://www.pachamber.org/>

## FEDERAL RESOURCES



OSHA: <https://www.osha.gov/Publications/OSHA3990.pdf>



US Chamber of Commerce - <https://www.uschamber.com/coronavirus>



CDC Business Resource: <https://www.cdc.gov/coronavirus>

# POSTERS



Enclosed in this document are posters you can print off and display at your entrance, in your business, or in employee areas.

These are sized for 8.5 x 11 paper.

If you should need further signs printed, we have members who can assist you with all of your printing needs. Call us for referrals.





RE-INVENT GREENE



Yes! WE ARE  
OPEN!



# RE-INVENT GREENE

## MAXIMUM CAPACITY

\_\_\_\_\_ PERSONS



RE-INVENT GREENE

**please!**



PLEASE USE  
OUR HAND  
SANITIZER



# RE-INVENT GREENE

SOCIAL DISTANCING IN EFFECT

**REMEMBER**

**STAY**

**SIX FEET  
APART**

**AT ALL TIMES**



RE-INVENT GREENE

PLEASE

**WEAR A  
FACE MASK**



*for your safety & ours.*



RE-INVENT GREENE



*Please...*

DO NOT  
TOUCH

**ITEMS YOU DO  
NOT PLAN TO BUY**



RE-INVENT GREENE

RESTRICTED  
AREA



**AUTHORIZED  
PERSONNEL ONLY**



RE-INVENT GREENE

THANK  
YOU!

**FOR HELPING TO  
KEEP EVERYONE  
SAFE**

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*We will get through  
this together!*



# RE-INVENT GREENE

## SHOP GREENE SHOP LOCAL

*Support Local  
Everything!*



# COVID-19

## REOPENING PHASES

### WORK & CONGREGATE SETTINGS

### SOCIAL SETTINGS

#### RED PHASE

- LIFE-SUSTAINING BUSINESSES ONLY
- RESTRICTIONS IN PLACE FOR PRISON + CONGREGATE CARE
- SCHOOLS CLOSED FOR IN-PERSON INSTRUCTION
- MOST CHILD CARE CLOSED

- STAY AT HOME ORDERED
- LARGE GATHERINGS PROHIBITED
- RESTAURANTS/BARS LIMITED TO CARRY-OUT + DELIVERY
- ONLY TRAVEL FOR LIFE-SUSTAINING PURPOSES

#### YELLOW PHASE

- TELEWORK MUST CONTINUE WHERE FEASIBLE
- BUSINESSES WITH IN-PERSON OPERATIONS MUST FOLLOW SAFETY ORDERS
- CHILD CARE OPEN WITH WORKER + BUILDING SAFETY ORDERS
- RESTRICTIONS IN PLACE FOR PRISON + CONGREGATE CARE
- SCHOOLS CLOSED FOR IN-PERSON INSTRUCTION

- STAY AT HOME RESTRICTIONS LIFTED IN FAVOR OF AGGRESSIVE MITIGATION
- LARGE GATHERINGS PROHIBITED
- IN-PERSON RETAIL ALLOWED CURBSIDE/DELIVERY PREFERRED
- INDOOR RECREATION, HEALTH AND WELLNESS FACILITIES (SUCH AS GYMS, SPAS), AND ALL ENTERTAINMENT (SUCH AS CASINOS, THEATERS) REMAIN CLOSED
- RESTAURANTS/BARS LIMITED TO CARRY-OUT + DELIVERY

#### GREEN PHASE

- ALL BUSINESSES MUST FOLLOW CDC AND PA DEPARTMENT OF HEALTH GUIDELINES

- AGGRESSIVE MITIGATION ORDERS LIFTED
- INDIVIDUALS MUST FOLLOW CDC AND PA DEPARTMENT OF HEALTH GUIDELINES