

SUPPORTING BUSINESSES DURING THE PANDEMIC

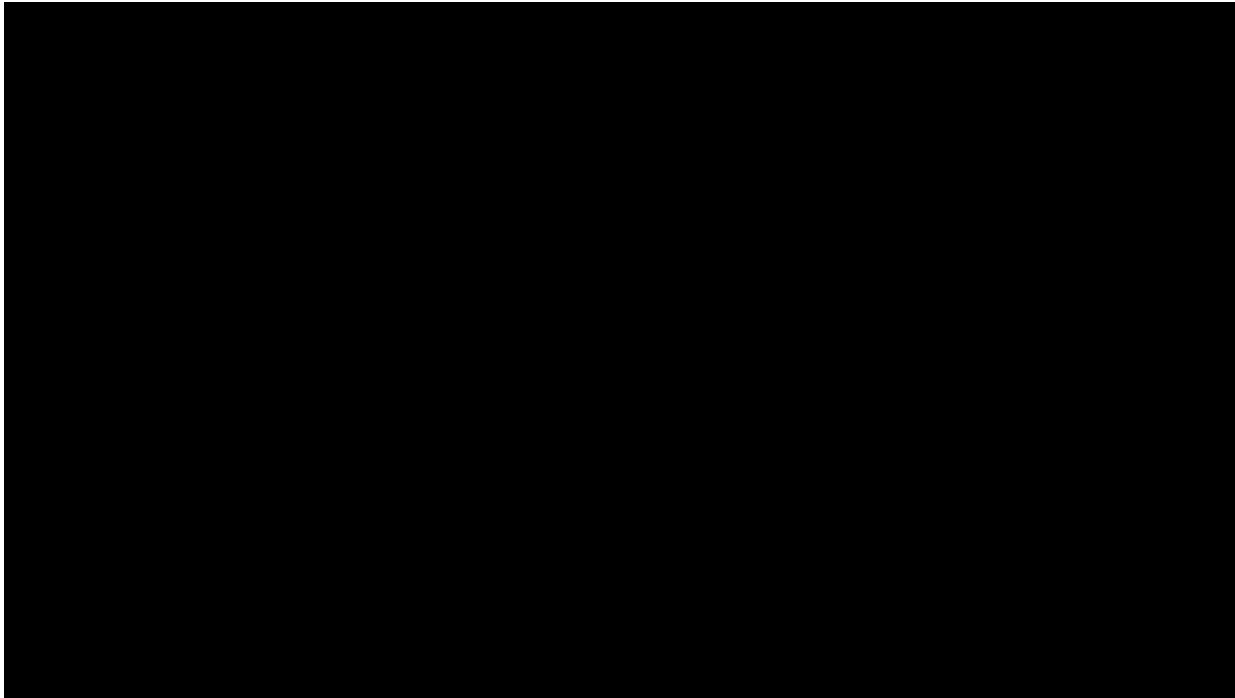
2021 GBENN SUMMIT



Berenice Garcia Tellez, Economic Sustainability Specialist

September 8, 2021

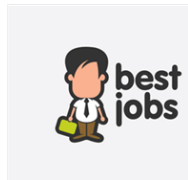
LONGMON SUSTAINABLE BUSINESS PROGRAM



[video](#)

LONGMONT SUSTAINABLE BUSINESS PROGRAM

- Launched in 2019
- 1st National City Program Based on **Triple Bottom Line (TBL)**
- Bilingual (~30% Latino/Hispanic)
- Recognize TBL efforts
- Support to achieve business sustainability – resiliency over time



Quality
Jobs



FAIR GDP

Restore the
environment



Stronger
Communities



POVERTY



EQUITY



PROGRAM GROUNDED IN EQUITY



HOW TO NAVIGATE THE SYSTEM

- Sales & Use Taxes
- Forestry/ Business License
- Permits and Inspections
- Special Business licenses
- Purchasing and Contracting



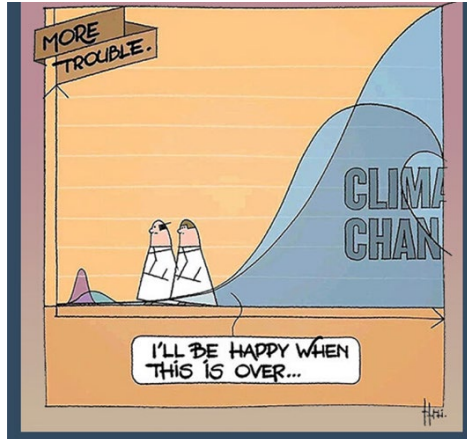


WE WERE DOING ALL OF THIS...

BUT



THROUGH THE COVID19 CRISIS....



Interdependency

Inequitable access to resources

Fragile supply chains

Disparities for People of Color (e.g. resources going to big businesses)

Sustainability Set backs

All deepen by climate change (e.g. fires in Colorado)

FOCUS: ASSIT SMALL BUSINESSES

- Assisted in pandemic response
- Partnered with Latino Chamber to outreach Spanish speaking businesses
- Our program became a **SAFE** platform for Latino Business not only in Longmont but also in the County and beyond



WHAT WE DID

- Cultural appropriate translations of public health orders
- Outdoor permits for patio
- Technical assistance to apply for grants and loans
 - **60** Latino businesses, **51** of which were awarded with amounts ranging from \$3,500 to \$15,000, and **35** Longmont businesses with City grants.
- Led a committee for a community foundation grant for business of color



WHAT WE DID

- Information on PPE supplies
- Hosted COVID19 webinars
- Coordinated vaccinations clinics (1200 people)
- Outreach through non-traditional channels, e.g. FB, WhatsApp, text
- Voice out business concerns to County and City officials
- Include sustainability aspects on grant applications



EVENTO VIRTUAL
el 10 de diciembre, 6:00-7:00pm

CÓMO USAR LA SOSTENIBILIDAD PARA MEJORAR SU NEGOCIO, AHORRAR DINERO, Y PROSPERAR EN EL HOY Y EN EL MAÑANA

ACOMPÁÑENOS EL 10 DE DICIEMBRE

El evento se enfocará en la prosperidad empresarial durante los tiempos de COVID-19, cómo usar la sostenibilidad para ahorrar dinero en sus facturas de utilidades y maneras para mejorar su marketing.

[224-231-7833](tel:224-231-7833)
spb@longmontcolorado.gov
<https://zoom.us/j/91764757132>

Logos: Latino Community Center, Prosperando Hoy y Mañana, West Michigan Sustainable, City of Longmont, West Michigan Hispanic, LCC The Latino Center.

COVID SILVERLINGING

- Build trust
- COVID19 offered an opportunity to bring the sustainability concept to small businesses, especially the underrepresented.
- Increased participation from minority-owned businesses,
 - **11** Latino businesses certified, **13** participating in 2021
- Invest in long term solutions → Efficiency Improvements and GHS gas reductions (e.g. ARPA funding)

The graphic is a vertical poster for the Sustainable Business Program (SBP) in Longmont. At the top, it features the URL bit.ly/sbp-longmont and the Longmont logo. Below this, there are four small square icons: 'SAFE & CLEAN ENVIRONMENT' (hands being washed), 'PRICE SENSITIVE' (a piggy bank), 'ONLINE SERVICES' (a computer monitor with a shopping cart), and 'LOCAL' (a storefront). The central text reads 'MEET CUSTOMER NEEDS'. Below this, a section titled 'THE SUSTAINABLE BUSINESS PROGRAM CAN HELP:' lists five bullet points: 'Assist your business economic recovery efforts', 'Increase customer loyalty and profits', 'Reduce operating costs and utility bills', 'Enhance your brand through positive PR', and 'Improve employee wellness and productivity'. At the bottom, it says 'JOIN THE PROGRAM' and provides the phone number '(303) 651-8416'. On the right side, there are two more square icons: 'BUSINESSES SUPPORTING EMPLOYEES' (a person in a wheelchair at a computer) and 'DOES GOOD = SUSTAINABLE' (hands holding a globe). The bottom left corner has a green wavy pattern.

bit.ly/sbp-longmont

LONGMONT
SUSTAINABLE
BUSINESS PROGRAM

SAFE & CLEAN
ENVIRONMENT

PRICE SENSITIVE

ONLINE SERVICES

LOCAL

**MEET
CUSTOMER
NEEDS**

**THE SUSTAINABLE BUSINESS
PROGRAM CAN HELP:**

- **Assist** your business economic recovery efforts
- **Increase** customer loyalty and profits
- **Reduce** operating costs and utility bills
- **Enhance** your brand through positive PR
- **Improve** employee wellness and productivity

JOIN THE PROGRAM

(303) 651-8416

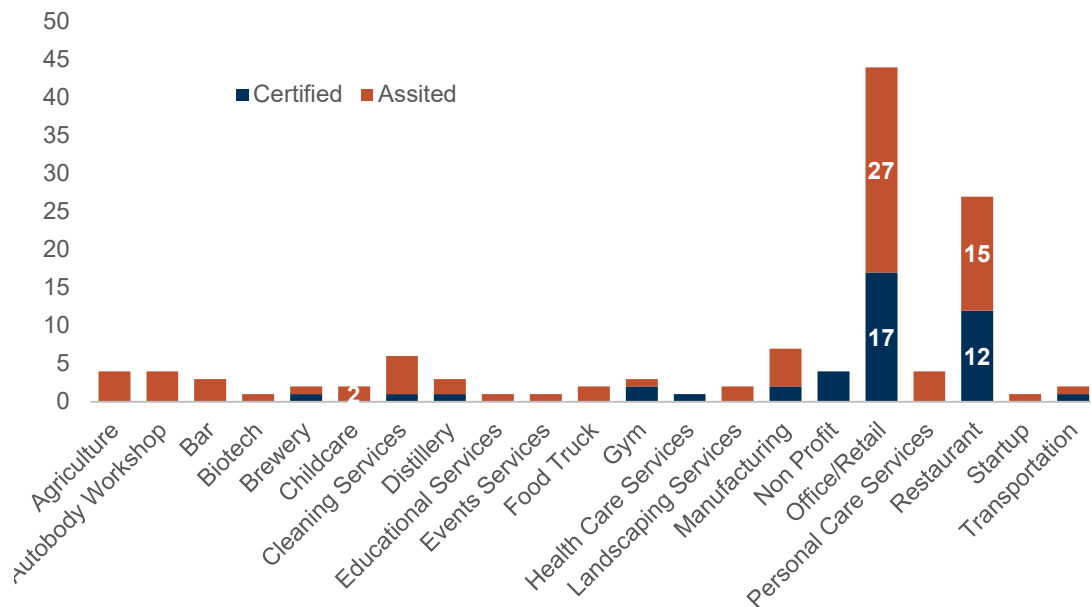
BUSINESSES
SUPPORTING
EMPLOYEES

COMMITMENT TO
THE COMMUNITY

DOES GOOD =
SUSTAINABLE

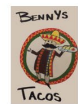
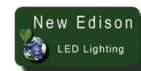
SUPPORTS
LOCAL SUPPLY
CHAIN

2020 SBP PARTICIPANTS



 Businesses
Certified: 42

 Businesses
Engaged: 124



TAKEAWAYS

Your CITY is
the destination
you want to
sell. Invest in it!

- COVID-19 will force businesses to act more **responsibly** in the long-term
- **Empathy**, support and cooperation → success
- Aim to create **social** + **financial** value
- Reflect on your **environmental footprint**
- Opening doors in a more sustainable fashion → resiliency
- The **bold** and creative steps your business takes today, will define your **legacy** tomorrow.



QUESTIONS? WANT TO LEARN MORE? GET INVOLVED?

Contact:

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(303)774-3514



THRIVE
Today and
Tomorrow

Sustainable Business Program



THANK YOU

