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Innovative Ways to Support Local Businesses During COVID-19 Outbreak

SANTA CRUZ – Social distancing is necessary for public health but can be devastating to small business. While residents are expected to continue to follow the County’s shelter in place order and social distancing guidelines, the City is reminding residents that there are innovative ways to continue to support local businesses during this crisis.

A coalition of local tech volunteers, along with Santa Cruz Works, have joined together to create a new website to support our local businesses: www.rideoutthewave.org.

This website is set up for residents to buy gift cards, receive delivery of product and to take virtual yoga classes. Business owners who are not listed on the website are encouraged to visit the site and add their information.

“The outpouring of support from the larger Santa Cruz community has been inspiring. Our goal is to have every Santa Cruz business reflected on this site. Adding your business to the directory takes five minutes or less,” adds Bonnie Lipscomb, Director of Economic Development for the City of Santa Cruz.

Purchasing online gift cards is a small, but impactful way to help the community ride out the wave and get through this challenging time.

Edible Monterey Bay Magazine has also developed a map and form to collect information about restaurants available for take out/delivery. The map can be viewed by clicking here or visiting: https://www.ediblemontereybay.com/blog/covid-19-community-update/.

The Downtown Association has also pulled together a listing of retailers and restaurants open for business and they can be found here:
Retailers: https://downtownsantacruz.com/shoponline
Restaurants: https://downtownsantacruz.com/downtown-delivered
Keeping Stores Safe From Burglaries: The Santa Cruz Police Department is hosting a "virtual presentation" via Facebook Live for local businesses on Thursday, 4/9/2020, at 3:00 pm designed to help shop owners protect their business from burglary crime.

The City’s Economic Development Department is maintaining a business resources landing page to provide the latest information to help businesses during the health emergency. Visit www.choosesantacruz.com/coronavirus to learn more.

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