Business Response Toolkit

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Thank You for downloading the Business Response Toolkit!

Rowan County Tourism, Rowan EDC, and the Rowan County Chamber of Commerce have all come together to provide guidance and resources for our workers and local businesses impacted by COVID-19. Our local businesses and attractions are what make Rowan County an original destination for visitors and residents alike. While our businesses are continuing to strive to accommodate our community and provide for safe operations during this time, Rowan County Tourism, Rowan EDC, and the Rowan County Chamber of Commerce would like to offer you FREE Be an Original resources. These business resources are designed to lessen the stress of developing and implementing new practices as we all prepare for a hopeful return of business.

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Printable Signs

What are they?

Our printable signs can help communicate how your business is adapting to social distancing. Whether you're changing your hours or switching to takeout and delivery only, you can customize the signs that work best for your Rowan County business.

How to use & access them

Click on the link below to open the specific templates to edit, print on letter size paper, and display in and around your business.

Download Printable Signs Here

Printable Signs

What do they look like?

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PRINTABLE SIGNS TO SUPPORT YOUR BUSINESS

Whether you're modifying your hours, making the decision to temporarily close your doors, or directing customers to your website, our toolkit can help keep your customers informed. Inside this bundle, you'll find a variety of customizable templates, allowing you to choose the ones that best fit your business.

HOW TO USE IT

1 Select the sign(s) that best fit your business. We've provided two different color options, so you can choose the ones that best fit your printing needs.

2 Customize by replacing the text within the brackets [XXX].

3 Print and display on your storefront, or within your store.

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WE'RE OPEN!

NEW OPERATING HOURS

MON	[XXX]	– [XXX]
TUE	[XXX]	– [XXX]
WED	[XXX]	– [XXX]
THU	[XXX]	– [XXX]
FRI	[XXX]	– [XXX]
SAT	[XXX]	– [XXX]
SUN	[XXX]	– [XXX]

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FOR OUR STAFF & YOUR SAFETY

- 6 FEET APART — Practice Social Distancing
- Wash/Sanitize Hands Frequently
- Call or Order Online When Available

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WE NEED YOUR SUPPORT, NOW MORE THAN EVER!

Find Us Online!

- Insert [Website URL]
- Insert [www.facebook.com/____]
- Insert [@Twitter]
- Insert [@Instagram]

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WE NEED YOUR SUPPORT, NOW MORE THAN EVER!

To keep our customers and employees safe, we've temporarily closed our doors – but we'll reopen as soon as we can. Until then, we'll share updates on our website.

Find Us Online!

- Insert [Website URL]

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PLEASE WAIT HERE

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TAKEOUT ONLY

Order Online or Call Us

- Insert [Website URL]
- Insert [Phone Number]

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NOW DELIVERING

Order Online or Call Us

- Insert [Website URL]
- Insert [Phone Number]

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BY

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ROWAN EDC — PARTNERSHIP for ECONOMIC DEVELOPMENT SALISBURY, NC — Be an original.

ROWAN CHAMBER — Chamber of Commerce — Be an original.

Emblems

What are they?

Our Stay Local digital emblems are available for you to use. Use them in an email, on your company's website, or on your social media accounts to connect with your Rowan County community.

What do they look like?

EAT LOCAL

SHOP LOCAL

VISIT LOCAL

VISIT OUTDOORS

How to use & access them

Click on the link below and you will find four different options to post on your chosen digital platform.

Download Emblems Here

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Banners & Badges

What are they?

Our ready-to-use digital badges and banners encourage your customers to support local businesses. Post them in an email or on your company's website to connect with your Rowan County community.

What do they look like?

Various Versions Available
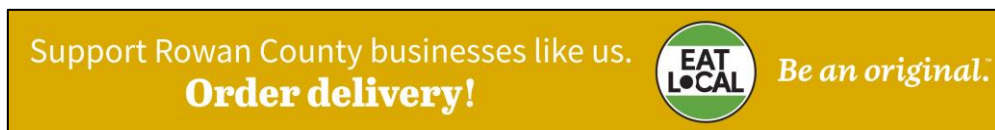
How to use & access them

Click on the link below and you will find different options to post on your chosen digital platform.

Download Banners Here

Download Badges Here

Social Media Posts

What are they?

Our ready-to-use social media posts allow you to tell your Rowan County community about your new hours, service options, website locations, and much more!

How to use & access them

Click the appropriate link below and save the images to your device in order to post them to your chosen social media platform. Use the Social Post Copy to go along with the image, or design your own to best get your communities attention. Easily post these graphics on Instagram, Facebook, Twitter, or LinkedIn to reach your Rowan County community.

Download Retail Here   Download Restaurant Here

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Social Media Posts

What do they look like?

Various Versions Available

Social Copy Option #1

We're thankful for support from Rowan originals like YOU! When you visit, shop, and eat at local businesses like ours, you're helping boost our local economy which adds up to great things for Rowan County. #BeAnOriginal #VisitRowanCounty #YourRowan #itsaROCOthing

Social Copy Option #2

There's so many ways you can support Rowan County businesses right from wherever you are. Now's the perfect time to leave them a positive review online, share a photo of something you've purchased, tag them in a post, etc. Show your Rowan original pride by joining the Visit, Shop, Eat Local movement! #BeAnOriginal #VisitRowanCounty #YourRowan #itsaROCOthing

Social Copy Option #3

Rowan County wouldn't be the same without original businesses, people, and places that make it so great! Keep sharing your love of local by supporting our homegrown originals. #BeAnOriginal #VisitRowanCounty #YourRowan #itsaROCOthing

Instagram Stories

What are they?

Our ready-to-use Instagram Stories will allow you to tell your Rowan County community about your new information for your business.

How to use & access them

Click the appropriate link below and save the image to your device in order to post them to your Instagram Page. After saving the image, open Instagram and slide right. In the bottom left corner, click Instagram Story image that will appear in your camera roll. Adjust your post accordingly and click "Your Story" to post.

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Instagram Stories

What do they look like?

Email Header & Copy

What are they?

Our ready-to-use email header and copy allow you to tell your Rowan County community about the new services your business offers all through an email chain.

How to use & access them

Click the appropriate link below to find the Email Header and sample Body Copy. Use the email Body Copy in your email chain to go along with the Email Header, or design your own to best get your Rowan County communities attention.

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Email Header & Copy

What do they look like?

Hi [CUSTOMER NAME OR SMALL BUSINESS SUPPORTER],

When you visit, shop, and eat local in Rowan County, North Carolina you are helping to support Rowan originals. We may be neighbors, co-workers, or even friends... but we're all originals. You're helping to boost our local economy which adds up to great things for our community.

Thank you for your continued support; we can't wait to see you soon!

[CUSTOM BUSINESS NAME]

Business Kit

What is it?

Rowan County Tourism, Rowan EDC, and the Rowan County Chamber of Commerce have come together to develop a kit to help promote your business during COVID-19. These materials will allow your Rowan County community to know the key details about the safety of your business.

How to use & access it

Each resource has a different location and important information to inform your employees and customers. Pay attention to signage and item directions that will guide you for placement of your materials.

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Kit Sizes & What They Include

Small Kit

- ❖ COVID-19 Safety Sign (10"x15") – Qty 2
- ❖ COVID-19 Awareness Sign (10"x15") – Qty 4
- ❖ Checkout Line/Social Distancing Floor Decals (13" Round) – Qty 4
- ❖ "We're Open" Sign (12"x18") – Qty 4
- ❖ Check Presenters/Bag Stuffer – Qty 100
- ❖ Visit Local Stickers (3" Round) – Qty 20
- ❖ Spray Hand Sanitizer – Qty 1
- ❖ Spray Gel Hand Sanitizer – Qty 4
- ❖ Employee Face Masks

Large Kit

- ❖ COVID-19 Safety Sign (10"x15") – Qty 4
- ❖ COVID-19 Awareness Sign (10"x15") – Qty 6
- ❖ Checkout Line/Social Distancing Floor Decals (13" Round) – Qty 8
- ❖ "We're Open" Sign (12"x18") – Qty 8
- ❖ Check Presenters/Bag Stuffer – Qty 200
- ❖ Visit Local Stickers (3" Round) – Qty 40
- ❖ Spray Hand Sanitizer – Qty 2
- ❖ Spray Gel Hand Sanitizer – Qty 8
- ❖ Employee Faces Masks

COVID-19 Safety Sign

What is it?

The COVID-19 Safety Sign is a call to action to not enter the building of your Rowan County business if you have been in an area of high risk for COVID-19. It informs your community that your business is continuously monitoring updates on COVID-19 while thanking customers for shopping local.

How to use & access it

Use the COVID-19 Safety Sign to inform your employees and customers to not enter your business's building. Place the signs in the front of your building to inform customers that if they have been in an area of high risk for COVID-19 or have had any symptoms of the virus to not enter the building.

[Download COVID-19 Safety Sign Here](#)

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COVID-19 Safety Sign

What does it look like?

ATTENTION

PLEASE DO NOT
ENTER BUILDING

IF YOU HAVE, OR HAVE HAD IN THE PAST 72 HOURS,
A COLD, FEVER, AND/OR COUGH.

If you have been in an area of high risk for COVID-19,
traveled internationally, or been in contact with
anyone being evaluated for COVID-19 in the last 2
weeks, please DO NOT enter our business.

We have been, and will continue to, proactively
monitor updates from local, state, and national health
officials, CDC, and WHO. The situation is fluid and we
will remain flexible in our approach to ensure that we
are protecting our employees and customers.

Thank you for supporting local!

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COVID-19 Awareness Sign

What is it?

The COVID-19 Awareness Sign is a reminder to your customers that your Rowan County business's main goal is the safety of your customers and employees. It informs your community of the ways you are keeping your employees and customers safe and healthy.

How to use & access it

Use the COVID-19 Awareness Sign to inform your employees and customers on how to stay safe during this time. Place the signs in bathrooms, behind dressing room doors, in hallways, etc. Keeping your customers and employees informed on these safety precautions will help keep our Rowan County community safe and healthy.

[Download COVID-19 Awareness Sign Here](#)

COVID-19 Awareness Sign

What does it look like?

Checkout Line/Social Distancing Floor Decals

What are they?

The Social Distancing Floor Decals are stickers to place on the floor of your business. These placement stickers will give your customers notice on where to stand in your business while maintaining social distancing.

What do they look like?

How to use them

Use these Social Distancing Floor Decals on the ground near your register or near areas in your business where people would normally be in close proximity. These decals will tell your customers to stay six feet apart and to shop safely. They should be properly placed six feet apart from each other.

"We're Open" Sign

What is it?

The "We're Open" Sign will inform Your Rowan community that your business is open. The bright colors and large copy will grab your communities attention.

How to use it

Use the "We're Open" Sign on the front of your business. Having this signage placed on the front windows will be a great way to let Your Rowan community see that your business is open and they are welcome inside.

What does it look like?

Check Presenters/Bag Stuffer

What are they?

Our ready-to-use Check Presenters/Bag Stuffer allow you to tell your Rowan County community more information about your business during the payment process. Along with your business information, the Check Presenters/Bag stuffer will have information on the importance of dining or shopping local in your community.

How to use & access them

Click on the link below and you will find the Check Presenter Inserts. Restaurants can put this insert in your check holder when presenting it to your customer or retail businesses can give it to your customer in their shopping bag.

Download Check Presenter Here

Download Bag Stuffer Here

Check Presenters/Bag Stuffer

What do they look like?

Visit Local Stickers

What are they?

The Visit Local Stickers are souvenirs for your Rowan County community. These stickers are a great way to encourage your customers to continue to visit local.

What do they look like?

How to use them

Use these Visit Local Stickers to encourage your customers to visit local. Put them in shopping bags and To Go orders to remind your customers on the importance of supporting local in your Rowan County community.

Hand Sanitizers

What are they?

These Hand Sanitizers, spray gel or spay, are options to keep Your Rowan customers safe while shopping in your business. Their purpose is to decrease bacteria on the skin that could cause disease.

What does it look like?

How to use it

Keep the Visit Local Hand Sanitizer's around your business, especially near the registers. After using keypads, pens, money, and much more, having the sanitizers handy are a great resource to keep Your Rowan customers safe and healthy.

Employee Face Masks

What are they?

The Employee Face Masks are a useful tool in keeping our Rowan County community safe and healthy.

What do they look like?

How to use & access them

Wear the Employee Face Masks to keep your customers and employees safe and healthy, while encouraging to visit local.

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For more information, on how to access the digital resources or to order a Business Kit go to [www.visitsalisburync.com/resources.](http://www.visitsalisburync.com/resources)

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