

TIPS FOR YOUR BUSINESS DURING THE CORONAVIRUS

- Review the [Small Business and Community Groups Resource Guide](#), issued by WEDC and Main Street Wisconsin
 - 18 pages packed with relevant COVID-19 business assistance information
 - Ideas for most types of local Main Street types of businesses- coffee shops, bars and restaurants, fitness centers, retail
- Talk to your suppliers to negotiate an extension of payment terms
- Talk to your lender(s)
 - Request an extension on the timeline for payment of loans
 - Request a line of credit or low-interest loan to help cover payroll or business expenses
- Monitor developments with state and federal grant and loan programs as they become available using [this link](#). Bookmark this page; it is being updated regularly. SBA loans are now available.
- Explore other non-traditional sources for working capital such as [kiva.org](#)
- Check with your accountant to see if there are other business operating strategies they recommend
- If you've had to lay off your employees, make sure they are attempting to collect unemployment insurance
 - Refer to the [WI Department of Workforce Development's COVID-19 unemployment resources](#)
 - offer assurances they'll be brought back as quickly as possible
- Explore if [DWD's Work-share](#) program can help in cases of reduced employee hours, rather than laying people off
- Consider changes to the way you do business...
 - Can you adjust services or products to sell online?
 - Can you capitalize on pickup or delivery methods?
 - Can you encourage the sale of gift cards to be redeemed later?
- Check out resources available from the [Small Business Development Center](#)

List adapted from Progress Lakeshore, Manitowoc and other local resources

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