



Contact Information:

Name: Henry Outlaw, Assistant to the City Manager
Phone: 810-225-9025
Email: outlawh@brightoncity.org

Date: April 6, 2021

COMMUNITY RALLIES TO SUPPORT LOCAL BUSINESSES DURING ON-GOING COVID-19 RISK

SHOP AND EAT LOCAL BRIGHTON BUSINESSES DURING THE MONTH OF APRIL

The City of Brighton may be a small town, but it is supported by a broader community full of big hearts. That is exactly the mantra of the *Small Town, Big Hearts Initiative Round 2*. After last year's success in providing the community a forum to allow individuals to have a direct and very personal impact on helping their favorite Brighton business survive the economic impacts of the pandemic, the Downtown Development Authority (DDA) has made this resource available yet again.

During the month of April, with the generous support of First National Bank, the DDA is encouraging everyone who interested in supporting local Brighton businesses to shop Brighton retailers on Tuesdays and eat food from Brighton restaurants on Thursdays. Further, if patrons want to donate directly to a business in need, they can do so by visiting www.patronicity.com/brighton

"The support generated by everyone through this initiative will preserve jobs, keep our businesses alive, shorten the local economic downturn, and allow us to return to the vibrant community we had before this emergency," said Brighton City Council member and DDA Board member Jon Emaus.

"During this crisis," Emaus said, "it is critically important to take care of our personal health. But as we do so through social distancing, it is vitally important that we come together as a community to protect the health of our local economy."

To further the community engagement for this initiative, the DDA has asked the Brighton Area Schools (BAS) to assist in the promotion of shopping/eating local and also supporting local businesses. Rallying behind the slogan "Be you. Be here. Belong." the BAS are selling t-shirts in collaboration with Kensington Valley Varsity featuring the slogan with all proceeds going to supporting businesses who have been impacted the most by the pandemic.

"Brighton Area Schools is grateful for the community we live in. This unique opportunity allows all stakeholders to be present and show our gratitude as a small town helping others in a time of need. Be Here. Be You. Belong. fits the DDA's mission to serve and lift each other up during this challenging time. We are all in this together" asserts Karen Storey of the Brighton Area Schools.

"Hopefully this spring, there will be a resolution to the pandemic. We are seeing some businesses bounce back, but others still need help. We want people to know that when they are ready, their favorite local businesses are open for



business and ready for them. This pandemic has been tough on everyone, but together, we can come back better than ever”, said Henry Outlaw, Assistant to the City Manager.

Highlights of the Small Town, Big Hearts Initiative Round 2, endorsed and supported with marketing funds by the DDA, include:

- Shop Brighton Businesses on **Tuesdays** and Eat Brighton Restaurants on **Thursdays** throughout April
- Access to the DDA’s crowdfunding page hosted by Patronicity, which will be available to for-profit businesses within the DDA significantly impacted by the pandemic
- First National Bank will be covering administrative and processing fees for Patronicity for the first 10 campaigns is (patrons will have the option to help cover credit card processing fees to support Patronicity’s costs),
- Participating businesses will have access to one-on-one coaching support from the staff at Patronicity as well as City Staff
- The DDA will market the initiative with a banner over Main Street, advertising via social media, etc.
- To purchase a t-shirt from the Brighton Area Schools fundraising efforts, please visit:
https://kensingtonvalleyvarsity.com/support_brighton/

For more information or questions about this program, please contact at info@brightoncity.org or 810-844-5053.