

Local Businesses Adjust their Services due to Coronavirus | KQCA Sacramento



KQCA Sacramento Live (April 2020) – During the Coronavirus pandemic, local businesses must come up with creative ways to stay open and safely serve the public. Dave Frisch, owner of **Our Town America of Greater Sacramento**, discusses the ways that local businesses have implemented new service methods including curbside or contactless delivery, virtual appointments, or at-home workouts in order to safely reach consumers.



Jersey Mike's Open for Takeout and Delivery during Coronavirus

Frisch's partnered sponsor business, **Pizza Guys**, has incorporated these new methods by offering contactless delivery. Consumers can simply call in an order and it will be delivered in a protective bag on their doorstep, consumers will then be notified about their delivery through a text or knock on the door. Pizza Guy, along with other local businesses, is offering deals during this time to ensure that consumers are getting the most bang for their buck.

Street Tech Auto Care has also adjusted their services during this time. By staggering appointments and taking extra sanitary precautions, they continue to serve their community and keep their customers safe.

Frisch encourages consumers to shop locally whenever possible. Some small business facts to consider:

- The economy of Sacramento, CA employs 240k people
- About half of the state's private-sector employees are employed by small businesses in California
- For every dollar spent at a small business, approximately 67 cents stay in the local community

Our Town America wants small business owners, as well as consumers, impacted by COVID-19 to know they aren't in this alone.

Watch the full KQCA Sacramento clip below.



Our Town America supports small businesses across the nation 365 days per year. If you're a local Sacramento-area business looking for a way to reach out to new or current customers, reach out to Dave Frisch at **916-474-1494** or dfrisch@ourtown.net.

If your business is located outside of the Sacramento area, you can reach the Our Town America headquarters at **1-800-497-8360** to get connected with your local representative.