

How to Support your Local Economy during the Coronavirus Pandemic | Denver, CO



KUSA Denver (April 2020) – Unfortunately, Coronavirus (COVID-19) has made its mark on the US, but small business owner, Kurt North of **Our Town America Northern Colorado**, shares how partnered local businesses are supporting the economy during this global pandemic. North encourages consumers to shop virtually or over the phone – using delivery & drive-up methods.

Houska Automotive, a local Fort Collins business who reaches out to new residents year-round through North's New Mover Welcoming Program, is following all WHO and CDC recommendations in order to continue serving their community.

"Automotive repair is necessary and needed, especially for those who are working diligently at hospitals, grocery stores, etc.," says owner L.J. Houska. His shop is offering free pick-up & delivery from the customers' homes, curbside check-in at the shop & even overnight envelopes in order to remain contactless and avoid human interaction.

"We're so grateful for our customers and want them to know that we're here for them in the case of automotive issues," Houska says.

North encourages consumers to shop using delivery & drive-up methods at other

local businesses as well. Some small business facts to consider:

- 97.6% of businesses in Colorado are small businesses. (Colorado SBDC)
- Colorado small businesses employ 1 million people. (Colorado SBDC)
- 97.6% of businesses in Colorado are small businesses, with over 572,546 in total. (SBA)

“Other than Automotive Repair Shops, I’m also partnered with liquor stores & restaurants who are doing curbside & delivery,” North says. “Help your neighbor – even if we have to be physically distant – that doesn’t mean we have to be completely alone. We’re all in this together”.

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

Watch full KUSA News Clip below.

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Our Town America supports small businesses across the nation 365 days per year. If you are a small/ local business looking for a way to reach out to new or current customers, visit ourtownamerica.com.