



The Hudson Area Chamber of Commerce

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February 5, 2021

To whom it may concern:

The Shop Local / Shop Hudson team has been meeting weekly since late March 2020. Our goal has been to give people safe and socially distant activities outside, and bring them downtown to support our small businesses. Our members are Rhonda Kadish (City of Hudson), myself (Chamber of Commerce), Kendra Altomare (Hudson's Restaurant, representing the Merchants of Hudson), Julie Pawlowski (MOD Matter of Design, representing the Merchants of Hudson), Debra Sherman (Merchants, First & Main and Destination Hudson, and Liz Murphy (Destination Hudson). Through the joint efforts of the groups we represent, we have brought the DORA to Hudson, established the Fairy Door project, had a Fairy Door Trick or Treat and are planning a Fairy Door Valentine tour, had a Covid-friendly Holiday Walk spread out over three weekends with music on Main Street and live window displays, had three Storyboard Walks in the fall plus a Window Scavenger Hunt, and are currently holding a Parade of Snowmen, which is a fundraiser for Hudson Community Service Association which is attracting much interest.

While the corporate business climate in Hudson is strong, the small businesses in our community are overwhelmed and struggling. Owners are operating with reduced staffing in an effort to survive. Our team works to plan community programs that will bring traffic, but not burden the business owners. Most small businesses are posting on Facebook and Instagram. Our current goal is to encourage all groups and organizations in Hudson to unite in support of these businesses, sharing and liking all of their social media posts. The six of us on the Team have been sharing and liking posts and have developed some great shareable "Shop Local" promotions. But more is needed.

We appreciate the City efforts and help including installing picnic tables, the DORA, allowing for outdoor dining on sidewalks and countless hours of staff time helping our team with our efforts to help our local businesses survive. But there is more that needs to be done.

A Digital Marketing campaign would go hand in hand with the grassroots efforts of the Shop Local / Shop Hudson team. A robust campaign would drive traffic to our downtown and local businesses and remind people of the importance of supporting local. It would help sustain our small businesses until we make our way through the pandemic. A campaign such as this could be a benefit to our entire community. This is something that we need to act on now. Some of these small businesses don't have time to wait until the weather turns or "things go back to normal". They need help now.

It was recently brought to my attention through a Facebook post by Councilman Chris Foster that the City may be able to help with funding a campaign such as this.

Neighboring communities including Stow, Beachwood, Twinsburg and Kent have created grant programs, funded delivery services and started marketing campaigns to help their small businesses survive these trying times. It is time for Hudson to do the same.

A good digital marketing campaign is targeted, calls people to action and most importantly is measurable. We will know what ads are working, who is supporting our small businesses and have to



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ability track the impact the campaign is having on our community. The return on investment of a digital marketing campaign far exceeds traditional marketing.

Our Shop Local Shop Hudson team has the ability to manage this campaign, we just need the funding. We are open to suggestions on how to manage the funds. Any help or support the City of Hudson could provide in executing this critical campaign will be appreciated by our small business community for years to come.

Thank you for your time and consideration.

Sincerely,

Nicole Alverson
President
The Hudson Area Chamber of Commerce