

Peoria Business Community Response to COVID-19

Peoria's strength is its people. These are people who protect their family, are innovative in the face of adversity and take action to protect what matters most. When the COVID-19 pandemic started to affect our community, Peoria did what it does best; we got into action.

Peoria, Arizona is home to over 3,500 small businesses, entrepreneurs and innovators. They run the local coffee shop, teach our children music and build solutions to challenges. They were hit hard by the COVID-19 pandemic, but the strength of Peoria remained.

A network of business owners, resource partners and residents rose up to face the challenges. They found creative ways to respond, communicate and support through action.

4

RESOURCE PARTNERS

Working together on the task force.



Response by the numbers

A taskforce of business resource partners was created to mobilize, respond and amplify the strength of our community. They worked together, meeting almost daily to discuss strategy, ways to share the latest information and directly communicated with local leadership. Here are the numbers:

2,100+

BUSINESSES CONTACTED

Through direct phone outreach.

400

VOLUNTEER HOURS

Contributed by business leaders, City employees and high school students reaching out to businesses.

300+

RESTAURANTS CONTACTED

To provide helpful information from various stakeholders.

In addition to:

A coordinated communication outreach through their webpage and social media ensured that educational videos, resources and the latest information specific to Peoria were easy to find and utilize.



A full marketing campaign was launched across Peoria with graphic and educational materials on supporting Peoria restaurants.

Plus, many more efforts in the community. Leaders across the state noticed and applauded Peoria for its response. The task force helped to amplify the efforts of business owners that we're giving back.

300

N95 MASKS DONATED

By Acura of Peoria for Peoria EMS as well as offering free vehicle sanitation to first responders.

270

ESSENTIAL KITS DISTRIBUTED

By Advant-Edge Decorative Curbing and Landscaping who filled buckets to distribute to seniors and families in need.

\$5,000

IN MEAT AND VEGGIES

Donated to The Salvation Army by Dillon's BBQ Restaurant & Bar to give back to the community in a time of need.

150

FREE MEALS PROVIDED

To Peoria residents generously by The Links Neighborhood Grill who partnered with The City of Peoria.

In addition to:

Arizona Broadway Theatre launched a mask relief effort to supply medical masks to healthcare workers during this much needed time.



Peoria Business Community Moves Forward

Peoria business owners, despite their uncertainty, have found strength in giving back to the community. Innovators are finding new opportunities to pivot and keep people safe in a post COVID-19 world.

Residents have found a renewed love for the local artisans that create moments of joy for their families while the world healed; continuing to attend events virtually like Peoria's Second Saturdays.

Inspirational stories continue to pour in. It is those stories that build confidence in our future. Peoria is stronger than ever before.

The work isn't over. This is the start of an arduous journey, but it is one that will lead to more opportunities. Fortified by our ability to connect, take real action and overcome, together.

Let's Move Peoria Forward.

