

## Ideas to Increase Wilton Business Activity

### Background

The COVID-19 pandemic and subsequent actions to mitigate its effect have caused enormous economic disruption. Many of Wilton’s local businesses have been closed or forced to be very innovative in order to survive. Businesses have developed a wide range of strategies and tactics designed to help them weather the crisis. While very creative, the communication of potential effective practice has been done on an ad hoc basis. In addition, there has been little coordination of support to help individuals, private citizen groups or the town maximize the effectiveness of these business efforts.

### Purpose

To gather representative examples of current practice that is helping Wilton businesses survive during the pandemic and provide ideas to help spur new business development possibilities (not an exhaustive list, merely examples).

### Ideas currently implemented that are working well

Idea	Representative Examples
Create a contest to win a gift card to a local retail store/restaurant.	Marion Filley & Compass Real Estate Wilton Fire Department
Eat Local, Win Local in Wilton – order at least \$15 and show the receipt.	Town of Wilton
Identify food donations from local restaurants for Norwalk Hospital & other local hospitals.	Wilton Warriors
Curbside retail pickup/delivery.	Ancona’s Village Market Rings End Sweet Pierre’s
Thank you signs given to takeout customers appreciating first responders.	Lisa Lombardi – In front of Wilton businesses and homes
Gift card match for food bank.	Village Market
Shopping for seniors or people at risk.	Wilton Warriors Wilton Helping Hands (Peg Koellmer)
Providing free services to the community to increase market awareness by doing good.	Bender Plumbing (local food banks) Pilates – Meditation to raise money for the Wilton Food Pantry Susan Bauerfeld, PhD, Chris Parrott, BPS, Janine Kelly, Esq., Ginna Yerrall, MSW - Free Weekly COVID-19 Parent Discussion Zoom Forum

**Ideas being used in Wilton but that might be expanded across more businesses**

Idea	Representative Examples
Find virtual ways to connect with current and new customers (i.e., specific videos about offerings or orienting people to the business).	Ancona's Wilton Historical Society Wilton Library
Use Facetime to create a personal shopping experience.	Open House Turnover Shop
Home delivery of goods & services.	Wilton Cleaners Silver Hanger Cleaners Stop & Shop
Internet order (click, purchase and mail/deliver).	Pinocchio Pizza Wilton Pizza
"What's open."	Good Morning Wilton New Canaan Advertiser Chamber of Commerce
Stay Safe Wilton (Wilton Community Information Bulletin Board).	Order gift cards, filter for type of service or shopping experience

**New ideas or ideas being used in other towns**

Idea	Representative Examples
Create a virtual marketplace for local retailers.	Partnership between New Canaan Library and Chamber of Commerce
Prepare to open Farmers Markets <ul style="list-style-type: none"> <li>• Drive-through</li> <li>• Pay virtually</li> <li>• Physical arrangement</li> </ul>	Westport New Canaan Ridgefield
Create a centralized giving event/function to support key economic initiatives or charitable giving.	Giving Tuesday
Bundle potential gifts with the Wilton Birthday Parade.	
Create access to low-cost business loans. Funding sourced through wealthy Wilton residents and managed through a local lending institution.	