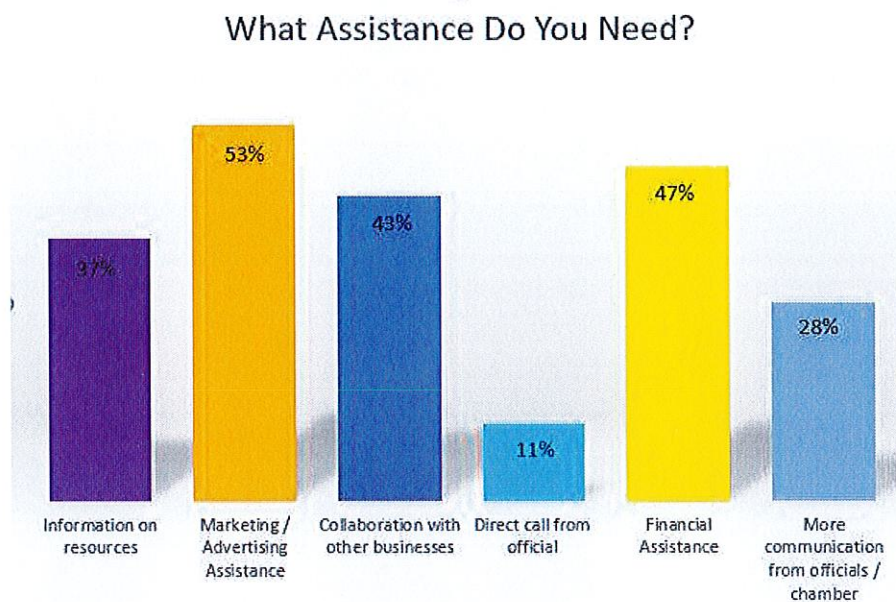


For immediate release  
July 30,2020

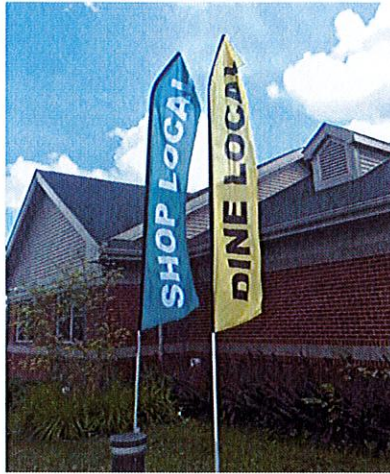
## Lyon Area Taskforce Focuses on Business Recovery Marketing Campaign for Local Merchants and Restaurants

In an effort to support local small business owners, a special Covid-19 Economic Response and Recovery taskforce consisting of officials from Lyon Township, the City of South Lyon, and the Kensington Valley Chamber was established. One of the first tasks was to conduct a survey of local business owners to determine their needs, concerns, and priorities for the re-opening of their business. When asked what assistance was needed, the number one response was marketing and advertising.



With this in mind, the taskforce set to work developing a comprehensive marketing and promotion campaign that would highlight shopping and dining locally. The “Show Your Love for Lyon” campaign will include placement of feather flags along the sidewalk in the downtown and commercial areas of both communities with alternating colors of teal and yellow that read “Dine Local” and “Shop Local” as well as the placement of promotional banners on select streetlight poles. The plan is to create a festive atmosphere and to encourage the communities to support local business owners. In addition, yard signs and “Shopped Local” and “Dined Local” stickers will be distributed to businesses to help spread the campaign message. Business owners are encouraged to use the “Show Your Love for Lyon” slogan and both businesses and customer can post photos of the slogan to their social media pages and use the #showyourloveforlyon hashtag whenever shopping or dining at one of our local retailers and restaurants as well as the “check-in” feature on local business Facebook pages to share photos

Show Your  
**Love** for Lyon  
Supporting Local Businesses Responsibly & Respectfully



Andrea Meyer, Director of the Kensington Valley Chamber of Commerce said, “Our initial goal in creating this task force was to come together as a unified group and determine what impact we could have on our local businesses as they began to pivot toward re-opening. As our local economy begins to come back to life, we want continue to be there as a support system for our businesses and as cheerleaders for our communities as a whole.”

Nate Mack, City of South Lyon DDA/Economic Development Director also commented on the work of the taskforce and this marketing campaign stating, "Show Your Love for Lyon" is a call to action for the community to support our local businesses responsibly and respectfully. Just as many businesses have come together to collaborate during the pandemic, the City, Township, and Chamber have come together to offer backing to the places so many of us are proud to have in our community. Our small businesses have been there to support numerous causes in the past, it's now time for the community to step up and show your love for Lyon!”

“The local businesses in both Lyon Township and the City of South Lyon have been greatly impacted by the Covid-19 pandemic and our focus right now is to help promote local support of retailers, service providers, and restaurants as they navigate through this crisis”, said taskforce member Tina Archer, Lyon Township Downtown/Economic Development Coordinator.

In addition, the business survey identified the need for Personal Protection Equipment or PPE as proprietors started to reopen. The City of South Lyon and Lyon Township both participated in Oakland County’s Re-Open Toolkit program where combined, over 150 toolkits were provided to Lyon area businesses with 50 or fewer employees. The kits contained masks, gloves, a touchless thermometer and social distancing floor stickers and posters as well as guidelines and resource information on how to safely and effectively reopen to the public.

The taskforce continues to share information on sourcing additional PPE and on keeping our local business owners informed of the Governor’s Executive Orders that may impact them as well as actively communicating and assisting our local business owners on State and County grant and loan opportunities; providing information on open application periods, deadlines, and outcomes of the grant awards.

The taskforce would like to recognize Lyon Township-based, Fortis Solutions, for providing an in-kind donation of 6,000 “Shopped Local” and “Dined Local” labels for the ‘Show Your Love for Lyon’ campaign.

For more information please contact:

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