

Town of Manchester
41 Center Street
Manchester, CT 06040



FOR IMMEDIATE RELEASE

**GO! EXPLORE MANCHESTER CAMPAIGN – PARTNERSHIP WITH THE
GREATER MANCHESTER CHAMBER OF COMMERCE**

MANCHESTER, CT – The Town of Manchester’s economic development team and the Greater Manchester Chamber of Commerce, with support from the Downtown Manchester Special Services District, are partnering on a social media campaign highlighting how local businesses are adapting to pandemic-related disruptions.

The COVID-19 pandemic has disrupted much of the global economy, leading to historic levels of unemployment and business failures. The pandemic-related economic slowdown has disproportionately impacted small local businesses, as they often have lower margins and less of a financial cushion to withstand prolonged shocks. In order to survive, many small local businesses have had to significantly change their operations in order to comply with public health directives and stay in business.

The *Go! Explore Manchester* social media campaign is intended to highlight local businesses adapting to these challenging circumstances while continuing to meet the needs of their clients and customers. Manchester is fortunate to have a multitude of successful small businesses of all kinds across many industries, each with their own unique challenges. The campaign intends to focus on businesses navigating these difficult times and encourage residents to support local business in Manchester.

The Greater Manchester Chamber of Commerce plans to expand *Go! Explore Manchester* into an engaging and interactive campaign with a two pronged approach, focusing first on providing local businesses with centralized support programs that will offer the business tangible metrics regarding local patronage. The second component will engage sponsors and major corporate supporters to develop an interactive application showcasing the retail, restaurants and services available in the Greater Manchester region. It will include an interactive smart device application that will lead shoppers directly to the goods and services they are looking for, along with special offerings, discounts and sales taking place in real time.

##

Contact: Kyle Shiel, Senior Planner
(860) 647-3042
kshiel@manchesterct.gov

For information on the future Chamber of Commerce initiative, contact:
Emma Petersen, Director of Member Services – Greater Manchester Chamber of Commerce
(860) 646-2223
emma@manchesterchamber.com