



April 30, 2020

DEALERSHIP INFORMATIONAL ADVISORY
COVID-19 UPDATE #19

READY FOR BUSINESS ANNOUNCEMENT

Governor Hutchinson announced, April 29, 2020, his Ready for Business initiative by rolling out a grant opportunity for businesses, the Ready for Business Grant Program.

READY FOR BUSINESS GRANT PROGRAM DETAILS

In an effort to help Arkansas businesses as they prepare to transition back towards normal operating capacity, the Ready for Business Grant Program is designed to provide grants from \$1,000 to \$100,000, depending on the number of employees, to assist with COVID-19-related expenses, such as personal protective equipment (PPE), deep cleaning, signage, hand sanitizer dispensers, marketing and more. Eligible expenditures must be made between March 1, 2020 – December 31, 2020.

The purpose of the Ready for Business Grant Program is to assist companies in protecting their employees and visitors while establishing customer confidence.

The grants will be administered by the Arkansas Economic Development Commission. Applications will be reviewed in the order in which they are received.

BUSINESSES MAY APPLY NOW, STARTING APRIL 29, 2020!!

For more information on this grant program, [CLICK HERE](#). This money is likely to go fast so get your applications in TODAY!!!!

AADA SURVEY
AADA COVID-19 SURVEY #1

You should have received an email from AADA regarding a survey. As we indicated, the survey is anonymous, should take no more than 2 minutes, and will help us get a better indication of the impact COVID-19 is having on the industry.

Click [AADA COVID-19 Survey #1](#) to link to the survey, and thank you in advance for your time.

NADA'S DEALERSHIP LIFELINE SERIES CONTINUES FRIDAY, MAY 1, 2020

Register today at the links below for the following webinars scheduled for this week:

[The Best Ideas from NADA 20 Groups, Part 3: In Times of COVID-19 Pandemic](#) (Friday, May 1, 1pm-2pm ET) Tom Carney, NADA 20 Group consultant, will review new ideas from NADA 20 Groups during these unprecedented times..

SHARE GOOD NEWS WITH US!

AADA knows that our dealers are helping in their communities in creative ways right now. Let us know how you're helping!

Whether it's providing vehicles to deliver food or supplies, supporting local businesses, providing meals or services to workers on the frontline, or something else, we want to know. Send your story to greg@arkautodealers.com.

We want to spread positive news and share your ideas and generosity with our state leaders and other dealers.

QUICK REMINDERS

AADA AND KATV MESSAGE PROMOTING ARKANSAS DEALERS

AADA and KATV ABC 7 in Little Rock launched an advertising campaign in partnership to promote Arkansas dealers. The commercial has been uploaded to YouTube and can be viewed here: [AADA Dealer Promotional Ad](#) .

This is a campaign all dealers can be proud to promote, and I would encourage each of you to promote the link on your social media outlets.

DEPARTMENT OF HEALTH MANDATED SIGNAGE

Each dealership should have on display at the entrance signage that indicates all employees, customers, and congregants should 1) Avoid entering the facility if they have a cough or fever; 2) Maintain a minimum six-foot distance from one another; 3) Sneeze and cough into one's elbow; and, 4) Not shake hands or engage in any unnecessary physical contact..

A template of this sign is included here, [DofH Required Business Signage](#).

ADDITIONAL AND HELPFUL LINKS

For additional information related to maintaining your dealership as safe, we would recommend monitoring updates from the CDC, [link](#) ,and OSHA, [link](#).

Please go to our website for links to information your dealership needs at [AADA coronavirus update](#).

AADA will work to keep you updated on this situation, but a firm commitment to maintaining a safe and clean work environment for your employees and customers will help you navigate this health crisis.

If you have any questions about this bulletin please don't hesitate to call, 501-372-2596, or email Greg Kirkpatrick greg@arkautodealers.com.