



**Shop Rochelle  
RMU Credit Program  
UPDATE**

# Program Description

- Economic tool facilitated by the City of Rochelle to assist local small businesses
- Encourage our residents **and businesses** to patronize local small businesses deemed non-essential who were forced to close during the COVID-19 pandemic
- **Tips and tax not included in \$300 total**

- \$60 reimbursement in the form of a credit on a future Rochelle Municipal Utility (RMU) bill
- **3 per household**
- Qualifying purchases from multiple retail/service shop and/or restaurant establishments located within the RMU Service Territory totaling \$300
- **Program expires December 31, 2020**



# Proposed Program Updates

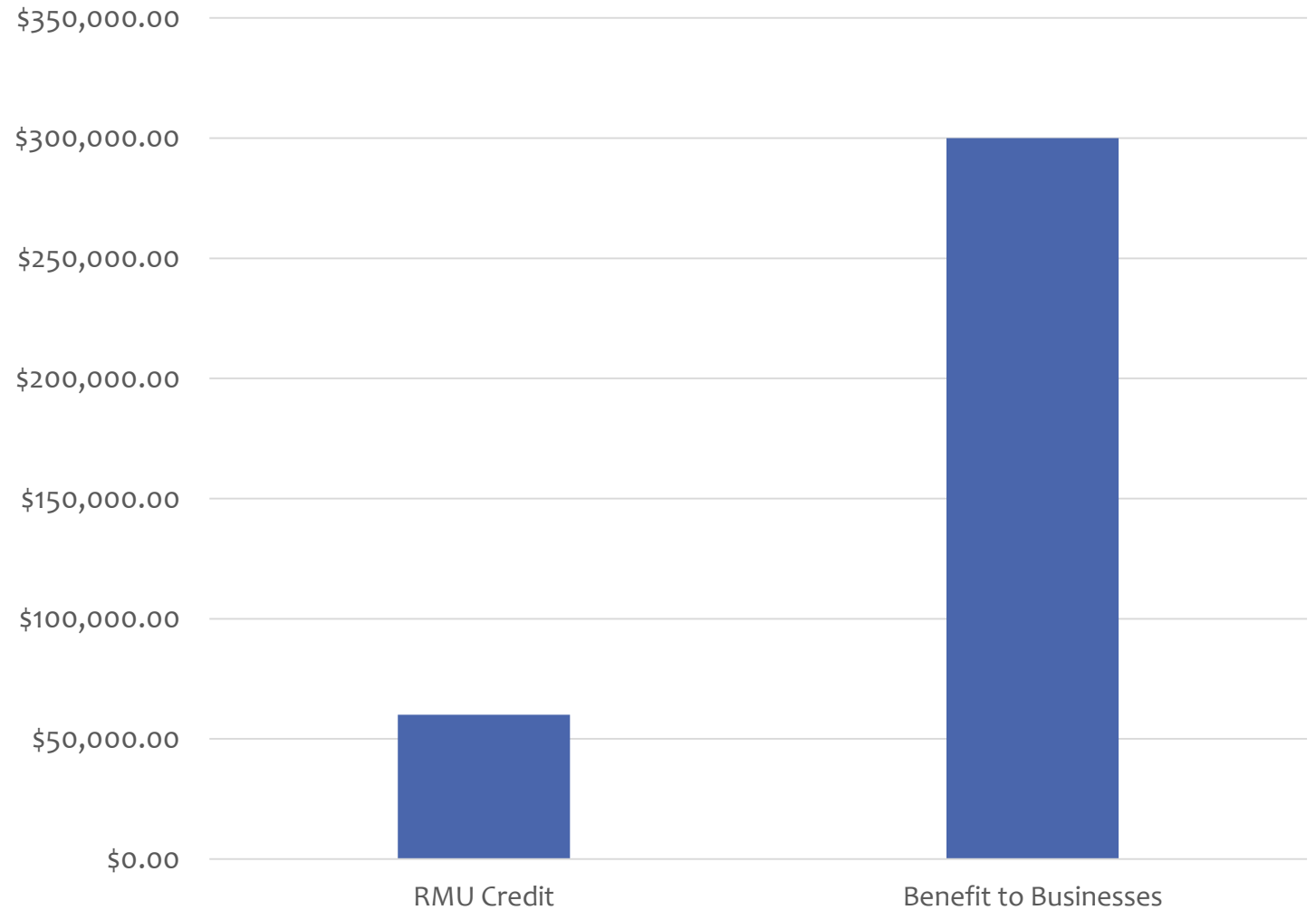
- **Tips** included in the \$300 total
- All businesses deemed “non-essential” are allowed, regardless of **franchise status**
- Residential, **commercial, retail & industrial** may submit for RMU credit (Big’s Helping Little’s)

- **Unlimited** submission of eligible receipts for qualifying businesses
- Program expires December 31, **2021**



# Projected RMU Credits & Benefits to Local Small Businesses

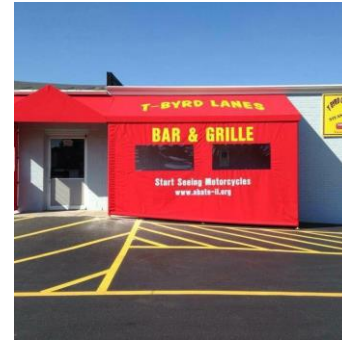
Number of Participants	RMU Credit	Benefit to Businesses
1	\$60	\$300
228 To date	\$13,680	\$68,400
400	\$24,000	\$120,000
750	\$45,000	\$225,000
1000	\$60,000	\$300,000



Small Impact on the City- Large Impact on OUR Small Businesses



# Other Supportive Programs for our Local Small Businesses



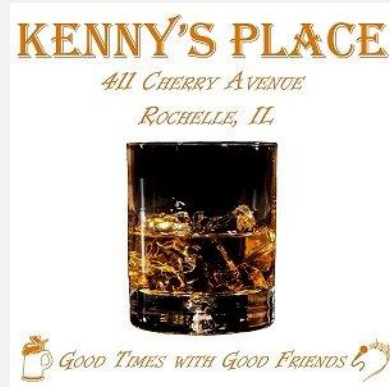
926  
Custom Embroidery

- 2020 Small Business Permit Fee Waiver Program (\$4,833)
- Façade Improvement Program CY2019- \$15,000, CY2020 \$30,000 & CY2021 \$30,000
- Blade Sign Program \$2,000
- Restart Rochelle Grant Program (\$200,000)
- Restart Rochelle Grant Program Round #2 (\$16,800)
- Restart Rochelle Grant #3?
- Gift Card Program
- Cash Mob
- Applied for the DCEO Economic Support Payments Grant (\$212,500)





# Supporting OUR Community!



RMU Credit to OUR Customers

Local Shopping of OUR Businesses

