

LINCOLN

Economic Recovery Guide



Our community is strong and resilient.

ECONOMIC RECOVERY GUIDE

Our local and state leadership have been exceptional throughout the COVID-19 pandemic. Our community is guided by elected officials who have taken appropriate action to ensure the health and safety of the citizens of Lincoln. Their guidance, coupled with the direction and cooperation of our best-in-class Lincoln business leaders - both large and small, will result in a positive economic outcome for the city of Lincoln.

As our businesses continue to reopen amid the COVID-19 pandemic, it is important for business leaders to keep the protection of their employees and our community a top priority, while also expanding operations to support economic recovery in our community. This guide provides an outline of resources for businesses to reference throughout the next phases of their reopening, with employees returning to work and customers once again welcomed through their doors.

WHY LINCOLN IS POSITIONED TO THRIVE

Strong Leadership
Preparation & Access to Resources
Ongoing Focus on Expansion & Workforce Development

Business Reopening Guidance

While workplace re-entry plans should be unique to each business, this document serves to connect business leaders with helpful resources and information to frame a safe return plan. Relevant recommendations from a variety of resources are referenced throughout the guide and businesses are encouraged to consult trade association guidance and other industry-specific regulations as well.

Reopening Business: [Digital Resources & Sector Guidance](#)

It is recommended that businesses reopen operations in several phases, created and modified to uniquely fit each organization. This phased approach is based on guidance from the Federal Government and the Centers for Disease Control and Prevention (CDC). Guidelines specific to Nebraska businesses are outlined by the Nebraska Department of Health and Human Services.

[Reopening Guidelines from the Nebraska Department of Health and Human Services](#)

[Federal Guidelines for Opening Up America Again](#)

The Lincoln Chamber of Commerce, in partnership with the Nebraska Chamber of Commerce & Industry, Greater Omaha Chamber of Commerce, State of Nebraska, University of Nebraska and other local partners, gathered results for the COVID-19 Nebraska Business Survey Report. Over 4,500 responses were collected from Nebraska businesses. The responses illustrate the impact of the current pandemic on workforce in our state and highlights opportunities to best support businesses and nonprofit organizations as we rebuild. [Nebraska Business Response Survey Results](#)

The Nebraska Chamber of Commerce & Industry, Lincoln Chamber of Commerce and Greater Omaha Chamber of Commerce joined forces to promote strategies to elevate workforce programs and increase regulatory certainty. The Relief & Recovery Strategies document highlights business liability protection, economic development and regulatory certainty, recognizing the importance of continuing to grow jobs and increase capital investment in our state. Leveraging key opportunities for certain sectors as outlined in the Blueprint Nebraska Report, the Relief & Recovery Strategies document provides businesses and employers the certainty to rebuild.

[Relief and Recovery Strategies Report](#)

[Blueprint Nebraska: Growing the Good Life](#)

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Steps for a Safe Return: Stay Informed

The CDC provides the latest information about COVID-19. Learn more about the current outbreak by visiting their website: [cdc.gov/coronavirus/2019-ncov](https://www.cdc.gov/coronavirus/2019-ncov)



Utilize the City of Lincoln's COVID-19 Risk Dial for a summary of current conditions in Lincoln and Lancaster County. [View the Risk Dial here](#)

Keeping Lincoln businesses and individuals informed is a top priority of the Lincoln Chamber of Commerce. Visit the Lincoln Chamber Coronavirus Resource Page for updates and guidance from the CDC, Lincoln-Lancaster County Health Department, U.S. Small Business Association, Nebraska Department of Labor, U.S. Chamber of Commerce and more: lccoc.com/coronavirus-resources

Access the Nebraska Department of Health & Human Services Case Information Dashboard for a statewide overview of positive tests: [COVID-19 Nebraska Cases Dashboard](#)

The Global Center for Health Security (GCHS) at the University of Nebraska Medical Center created the Pandemic Recovery Acceleration Model to provide valuable metrics to help businesses navigate their reopening and return to work: [Pandemic Recovery Acceleration Model](#)

Steps for a Safe Return: Prepare & Communicate

It is important for all businesses to properly prepare for a safe return to work by following recommendations and guidelines from the CDC and the Occupational Safety and Health Administration (OSHA). We encourage you to reference the following information as an outline for your return preparations.

[OSHA Guidance for Preparing Workplaces](#)

[US Chamber Digital Resource Center for Reopening Businesses](#)

[Cleaning & Disinfecting Your Facility](#)

[Social Distancing](#)

Clear and consistent communication with employees and customers is a key component in a successful reopening. It is important to be upfront about new procedures, policies and guidelines as reopening plans are made. Frequent policy updates may also be beneficial as your organization moves through the various phases of your return to work. Signage should be utilized to clearly communicate safety reminders and workplace guidelines throughout your business as well. [Communication Resources](#)

The National Safety Council, Nebraska Chapter (NSCN), in collaboration with the Lincoln Chamber of Commerce, Nebraska Chamber of Commerce & Industry and the Greater Omaha Chamber of Commerce, has launched an initiative focused on the safety of all Nebraska companies, their employees and their customers. The voluntary process, called Be Safe Nebraska, will allow companies to pledge to adopt best safety practices focused on keeping their employees, customers and partners safe during the COVID pandemic. [Be Safe Nebraska](#)



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Personal Protective Equipment (PPE)

It is highly recommended that Personal Protective Equipment (PPE) be purchased to protect your employees and customers. As you explore your PPE purchase options and prepare your workplace to operate safely, consider local options that support the Lincoln community. In partnership with the City of Lincoln, the Lincoln Chamber of Commerce created a website to connect members of our community with PPE for purchase. Learn more here:

[Local PPE Resources for Purchase](#) | [Using PPE](#) | [Hand Sanitizing Hygiene](#) | [Face Covering Information](#)

Tips for a Safe Return

- Consider an employee survey to guide your return to work plans
- Discuss implementing or extending business work-from-home plans, where possible
- Stagger and phase your return to work plans
- Enforce social distancing protocols for employees and customers
- Purchase and utilize PPE
- Minimize travel



WASH YOUR HANDS



USE SOAP



AVOID CROWDS



WEAR MASK



AVOID HANDSHAKE



PHYSICAL DISTANCING

Mayor's Economic Recovery Task Force

In June, Mayor Leirion Gaylor Baird announced the creation of an economic development task force to work with the Lincoln Chamber of Commerce and Lincoln Partnership for Economic Development to help guide the city's economic rebound from the pandemic. The Mayor's Economic Recovery Task Force will focus on the collection and sharing of ideas to build up our community in response to the pandemic. With ongoing input from community members, locally informed strategies are being developed and shared, with recommendations expected in August.

Task Force Members

Co-chair: **Angie Muhleisen**, President and CEO of Union Bank & Trust

Co-chair: **Ava Thomas**, President and Publisher of the Lincoln Journal-Star

Marco Barker, Vice Chancellor for Diversity and Inclusion, University of Nebraska-Lincoln

Matt Bavougian, Owner of Onyx Piercing Studio

Wendy Birdsall, President of the Lincoln Chamber and Lincoln Partnership for Economic Development

Quentin Brown, Executive Director of Educare Lincoln

Ann Chang, Pianist and Founder of Act3 Arts Consulting LLC

William Cintani, CEO of Mapes Industries, Inc.

John Croghan, President of the Seniors Foundation Board of Directors and Executive Director of The Landing

Shannon Harner, President and CEO of HomeServices of Nebraska

Jasmine Kingsley, Vice President of Legal and People at Hudl

José Lemus, Community Organizer with Civic Nebraska and Collective Impact Lincoln

Susan Martin, President/Secretary-Treasurer of the Nebraska State AFL-CIO

Dan Marvin, Director of the Urban Development Department for the City of Lincoln

Kim Russel, Founder and CEO of Russel Advisors

Nader Sepahpur, Owner of Yia Yia's Pizza and Beer

Bud Synhorst, President and CEO of the Lincoln Independent Business Association

Cori Sampson Vokoun, Vice President of Strategic Operations at Sampson Construction Company

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Continued Focus on Workforce Development

In response to the current spike in unemployment during the pandemic, EmployLNK connected over 500 job-seekers with Lincoln businesses in May at a contactless Drive Thru Career Fair. On July 14, three similar events will take place. If your business would like to participate, or share your open positions with over 1,000 human service professionals in Lincoln, visit the Lincoln Chamber of Commerce website or contact Bryan Seck, Director of Workforce Development at the Lincoln Partnership for Economic Development at bseck@selectlincoln.org

[Lincoln Chamber of Commerce Weekly Job Updates](#)

Furthering workforce development efforts, the Lincoln Partnership for Economic Development has continued their Talent Forums virtually. The forums bring together recruiters, human resources staff and talent leads across Lincoln to discuss strategies addressing Lincoln's talent needs, including the onboarding of new employees as they return to work. For more information on LPED's Talent Forums, contact Kaylie Hogan-Schnittker at kaylie@selectlincoln.org.



The Impact of COVID-19 on Tourism

Recognizing the huge impact travel has on Lincoln's economy, the Lincoln Convention & Visitor's Bureau (CVB) launched the Don't Cancel, Postpone campaign this spring. Tourism is a \$2 trillion industry, providing nearly 15 million jobs across the country. Supporting Lincoln attractions, restaurants and hotels is more important than ever. The campaign encourages locals, travelers and event planners alike to postpone their plans, rather than cancelling.

#WorthTheWaitLNK
#DontCancelPostpone

The Lincoln Convention and Visitors Bureau, in partnership with the Lincoln Chamber of Commerce and Lincoln Partnership for Economic Development, continue to provide educational sessions and information on important topics for Lincoln attractions and members of our local hospitality industry, such as the Small Business Administration's financial assistance programs. Additional information can be obtained here:

[U.S. Small Business Association Economic Injury Disaster Loans](#)

[U.S. Small Business Association Paycheck Protection Program](#)

The Lincoln Convention & Visitors Bureau and many other industry partners continue to provide valuable resources applicable to the travel and tourism industry. Visit the websites below for additional information:

[Lincoln Convention & Visitors Bureau Coronavirus Resources](#)

[Lincoln Convention & Visitors Bureau Local Attraction Updates](#)

[Visit Nebraska Coronavirus Resources](#)

[American Hotel & Lodging Association Safe Stay Information](#)

[National Restaurant Association Coronavirus Information](#)

ADDITIONAL INFORMATION

Lincoln COVID-19 Response Fund

Hosted by the Lincoln Community Foundation in partnership with a coalition of partners including the Lincoln Partnership for Economic Development, City of Lincoln, United Way of Lincoln and Lancaster County and the Community Health Endowment, this fund awards operating grants on a rolling basis to Lincoln nonprofit organizations that support vulnerable populations impacted by the pandemic.

[Lincoln COVID-19 Response Fund](#)

myLNK

The MyLNK app provides a free, one-stop guide to connect families, case managers and agencies to important resources within our city. [myLNK](#)

Additional Resources

[Lincoln Chamber of Commerce Educational Resources](#)

[Symptoms of Coronavirus](#)

[If You Are Sick](#)

[People Who Need to Take Extra Precautions](#)

[COVID-19 & HIPAA](#)

[Resources, Guides & Webinars from the U.S. Chamber of Commerce](#)