



May 13, 2020

Canton MAIN STREET

Volume IV, Issue V

209 East Chestnut, Suite 2, Canton, IL 61520

Member's Newsletter

President's Remarks

As the new president of Canton Main Street, I wanted to thank the Board of Directors for choosing me to head the organization, and for their pledges of support. I am also looking forward to finding, with your help, new ways for CMS to thrive. I started with the Spoon River Partnership for Economic Development (SRPED) and the Canton Area Chamber of Commerce in 2008, and Canton was an Associate Main Street Community. As one of my first duties, I assisted with completing the application to become a Designated Main Street Community, which Canton achieved in March of 2009. The vision and purpose of the organization is very close to my heart.

As you all know, we have some very significant challenges ahead. Canton has endured tornados, fires, International Harvester closing, economic downturns and a devastating natural gas explosion. We survived. We have pulled together and worked through each crisis, often coming out better off in the end. We have not, however, faced a threat like the COVID-19 virus.

Canton Main Street has been a part of helping the downtown become a center for family events like Art on Main, Farmer's Market, Kid's Fest, Music in the Park, Munchkin Masquerade, and the Old Fashioned Christmas Walk. But Main Street is also very much about helping the downtown maintain a vibrant economic climate. In our current situation, I believe our focus will need to be on how we can help our local businesses survive this crisis. We will be back next year hosting popular festivals and occasions, bigger and better than ever. This year is different.

So, let's roll up our sleeves, partner with the SRPED, the Chamber and other organizations to lend a hand, or solve problems by finding solutions. With your help, we can do this.

Dana Smith

Canton Main Street, President

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Canton MAIN STREET

Board of Directors

President: Dana Smith

Angela Drach, Carol Kohler,
Eric Duffield, Erika Davis, Jason
Coulter, Kevin Stephenson, and
Ray & Emily Cleer.

Staff members: Cole McDaniel
and Amanda Woodruff

COVID-19 Business Resources



#1 Build a COVID-19 Plan

Take a few moments and write down your plan of action. This plan will later be used in marketing efforts when you are showing you are serious about customer and staff safety. Call it your COVID-19 Safety Plan and review, as necessary. Include material needed checklist, new protocols, safety procedures, social distancing and marketing.



#2 Respect Social Distancing

By now you have been to a store that has placed the stickers on the floor on where to stand, saw the signs that say no more than 10 people or less, noticed some doors are marked entry and some are exit and even seen plastic shields in front of the counters. You need to consider similar procedures. Start gathering necessary supplies and signage to accommodate your COVID-19 plan.



#3 Create a Cleaning Schedule

Consumers will notice if your store is clean, organized and safe to enter. Revise your cleaning/sanitation plan and have all the necessary items needed to ensure the ongoing safety of everyone who enters your business. Create a formal cleaning/sanitation schedule and add it to your daily calendar and make sure your staff is fully aware of the new procedures. Build in inspections times and checklists for quality control.



#4 Market Your COVID-19 Plan

As businesses begin to re-open, consumers will look for those locations who have clearly marketed their COVID-19 safety plan. Big franchises as well as other small businesses who have already remained open have executed this very well and for some it has really increased their numbers. When you begin to market your back open for business, follow it up with your plan and protocols. Consumers will notice and will make sure they are entering a safe environment.



#5 Respect the Process

This process of re-opening will constantly adjust as our leaders evaluate the current environment. Just as many people who are ready for business to be as usual, there are others who will remain overly cautious for quite some time. If you cater your plan to the cautious the more consumers will respect those procedures. The lack of "COVID-19 Safety Plan" will undoubtedly lose you some consumers. The faster we adhere to safety protocols, the faster we all will get back to business as usual.

Stay in touch:

Call Carla Bobell at 309-647-2677 Ext. 3
 Email at cbobell@cantonillinois.org



COVID-19 Business Resources Cont.

SRPED / Canton Main Street Urgent Need Micro Grant Program

The Spoon River Partnership for Economic Development ("SRPED") and Canton Main Street ("CMS") are dedicated to helping our local businesses during the COVID-19 Pandemic. The \$3,000 that would have originally been allocated to the Canton Main Street "Micro Grant Program" is being reallocated to help businesses in the City of Canton that have an urgent need for their business caused by the pandemic. In addition, the Spoon River Partnership for Economic Development has decided to match the CMS program with an additional \$3,000 for the City of Canton.

The Spoon River Partnership for Economic Development and Canton Main Street will provide six (6) \$1,000 grants to Canton business owners. Application deadline is May 20th, 2020 by 5:00p.m.

If you are interested in applying contact:

Cole McDaniel

Executive Director, SRPED

Office: (309)647-2677 Ext. 2

Cell: (309)573-1422

Email: cmcdaniel@cantonillinois.org

Keep up to date on resources for small businesses during COVID-19. Make sure to check out the Canton Area Chamber of Commerce page for updates at: <https://www.cantonillinois.org/chamberofcommerce>.

Here are some informative links for loans and grants available to small businesses:

[Families First Coronavirus Response Act](#)

[US Treasury](#)

[Small Business Administration \(SBA\) Relief Options](#)

[Assistance for Small Businesses including PPP & EIDL loans](#)

[COVID 19 Emergency Resources for Businesses](#)

[Illinois Department of Commerce & Economic Opportunity](#)

[COVID-19 and the American Workplace](#)

[US Department of Labor](#)

Other links:

[Ready Nation](#)

Make sure to keep up to date on shopping local and COVID-19 adjustments to operations at local businesses and organizations! Visit the Canton Area Chamber of Commerce website link to stay up to date!





This month's spotlight focuses on an long-time Canton institution- Monical's Pizza located at 135 N 5th Ave. Generations of Cantonites have enjoyed this local gem thanks to the enduring work of Owners Jim and Joanna Carter. They have been wonderful supporters of Canton Main Street for many years, and have sponsored several of Canton Main Streets events.

Jim began his career with Monicals in Peoria beginning in 1973 and continued through 1977 when he changed careers and was hired at Caterpillar. He remained with Cat for 5 years until he was laid off in 1982. So, he contacted his former company, Monicals, in the hopes of returning to work there. Although there were no openings at the time, 2 months after contacting them, Jim received a phone call from the owner of Monicals in Canton who offered the franchise to Jim if he was interested in purchasing it. Jim and his wife visited Canton and they liked what they saw- a tightly knit, welcoming community. On March 30th, 1984, they took possession of the Canton Monical's franchise and last year celebrated the 35th anniversary as franchise owners.

In its 36 years the business has grown steadily, with of course some ups and downs. This year has definitely been challenging for all businesses yet Jim remains optimistic. He states that 'they have been very fortunate and blessed and are thankful for the people of Canton and the surrounding communities' who continue to support the business during this time. Some of the employees have had to take a leave due to COVID and those that remain are working reduced hours. Thanks to customer generosity, there has been a substantial increase in customer tips which has significantly impacted employee pay. Additionally, Jim shared that

businesses are helping each other with product shortages. He recently helped a local restaurant who was in need of lettuce so they could reopen to customers.

This year marks the 50th anniversary of Monicals in Canton and it still remains in its original location at 135 N 5th Avenue in Canton. Thank you Jim, Joanna, and all past and current employees of Monical's for your enduring legacy and support of Canton and its surrounding communities. Here's to 50 more years of success!





Although it was on a computer screen, it was a pleasure to get to meet the Canton Main Street Board in April. I look forward to getting to work with each and every person, and the opportunity to accomplish so much together in the coming months. I would like to congratulate Dana Smith on her new appointment to President of the CMS Board. Dana has a ton of experience working with SRPED and Canton Main Street and will be bringing that experience into the President role!

After accepting the Executive Director position, there were so many great events in Canton that I was looking forward to being a part of, and learning more about. I know that some of the events for this summer have already been cancelled due to the uncertainty caused by the ongoing pandemic, but rest assured this pandemic will pass. I can't wait for the opportunity to be a part of all the wonderful events that take place in Canton on an annual basis, and getting to meet the people behind those events!

Things right now for small businesses around the country are extremely difficult, and that doesn't exclude our local community. It is important now, more than maybe ever before, to spend our money locally and do our part to help support our small business owners in Canton. This is a time that will show the strength of a community and its people to come together and get through this COVID-19 pandemic as one. We can all stick together, support one another, and see that our community is taken care of now and into the future.

Here's what happens when you "shop local."

1. More of your money will be kept in your local economy

For every \$100 you spend at locally owned businesses, \$68 will stay in the community. What happens when you spend that same \$100 at a national chain? Only \$43 stays in the community.*

2. You embrace what makes your community unique

You wouldn't want your house to look like everyone else's in the U.S. So why would you want your community to look that way?

3. You create local jobs

Local businesses are better at creating higher-paying jobs for your neighbors. When you shop locally, you help create jobs for teachers, firemen, police officers, and many other essential professions.

4. You help the environment

Buying from a locally owned business conserves energy

and resources in the form of less fuel for transportation and less packaging.

5. You nurture community

Local business owners know you, and you know them. Studies have shown that local businesses donate to community causes at more than twice the rate of chains.

6. You conserve your tax dollars

Shopping in a local business district means less infrastructure, less maintenance, and more money available to beautify your community. Also, spending locally instead of online ensures that your sales taxes are reinvested where they belong—in your community!

7. You create more choice

Locally owned businesses pick the items and products they sell based on what they know you like and want. Local businesses carry a wider array of unique products because they buy for their own individual markets.

8. You took advantage of their expertise

You are their friends and neighbors, and locally owned businesses have a vested interest in knowing how to serve you. They're passionate about what they do. Why not take advantage of it?

9. You invested in entrepreneurship

Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business ensures a strong community.

10. You made your community a destination

The more interesting and unique your community, the more we will attract new neighbors, visitors and guests. This benefits everyone!

**Source: Civic Economics – Andersonville Study of Retail Economics.*

So let's pledge together to shop local in 2020 and beyond!

Cole A. McDaniel, Executive Director

Spoon River Partnership for Economic Development,
the umbrella organization of Canton Main Street.

Canton Farmer's Market



Canton Main Street's Farmer's Market will officially open in Jones Park in downtown Canton on June 6th and will take place every Saturday through September 26th from 7:30am to 11:30am, rain or shine. During this unprecedented time due to COVID-19, Farmer's Markets have been deemed essential. Access to fresh fruits and vegetables has always been an essential part of supporting the healthy lifestyles of our communities. Fruits, vegetables, baked goods, jams, honey, herbs and other locally grown items will be available at the Market throughout the season.

Market managers Carol Kohler, Dana Smith and Amanda Woodruff realize that the Farmers Market, which has become a popular mainstay in the community each summer, will be different this year, but hope that customers will understand, given current conditions. "Being able to still offer the opportunity to purchase fresh produce from local growers is a real positive for everyone, customers and producers alike. We are working hard to make the experience as pleasant, and as safe, as possible this year. It's definitely a challenge, but we think everyone will do their part to make it work," Kohler says.

The 2020 Farmer's Market is sponsored by Canton Main Street, with generous support from Ray & Emily Cleer, Deborah Lutz, Youth Acres, Helping Hands Resale Shoppe, CEFCU, and Canton HyVee.

For more information, or to receive a vendor application, visit www.cantonillinois.org/farmersmarket or contact Amanda Woodruff at awoodruff@cantonillinois.org, or call at (309) 647-2677, Ext.1

COVID-19 Guidelines while shopping at the Market...

Wear a mask...

Customers at the market will need to wear masks or other facial coverings.



Sanitize your hands...

We will be providing a hand sanitation station for customers to use before visiting vendor booths.



Do not touch produce...

Do not touch any of the items for sale, but allow the vendor in the booth to bag your selections for you.



Social distancing...

Standing spaces will be marked in front of each vendors' booth to assist with maintaining the 6' requirement of social distancing.



****There will be no kids' activities this year. There will be no coffee table, because the market will not be able to guarantee sanitation or distancing. Food demonstrations will not be held this year, because the market will not be able to guarantee sanitation or distancing.****



Canton Main Street's Art on Main Fine Arts Festival Committee met on April 20 to discuss the potential of holding the event on June 6-7 in Jones Park during the current COVID-19 pandemic. After lengthy discussion, the committee made the determination that this year's festival will be cancelled, and their efforts would focus on launching an enhanced show in 2021.

Gayle Blodgett, co-chair of the festival, noted that several considerations led to the decision. "This was an incredibly difficult decision. First and foremost, though, we were concerned about the safety of art patrons who might visit the show, the artists, and the volunteers and committee members who work so hard to put it together," she said. "Even though the current plan is for some restrictions to be relaxed on May 30 in Illinois, there is still a great degree of uncertainty where we will be at that point."

"Real social distancing of any kind would not be possible at this type of event," said Dana Smith, also a co-chair of the popular event, which has drawn 2,500-3,000 people to Jones Park in downtown Canton, which is a very small venue. "And with cases still rising in this area, we just felt it was the right thing to do. It's very disappointing to cancel what would have been the Festival's eighth year, but the committee also committed to focusing on making next year's show even better

and bigger than before. We are really looking forward to that. That is a positive."

Amanda Woodruff the Executive Assistant and Marketing & Tourism coordinator for the Spoon River Partnership for Economic Development (SRPED) was very pleased that a vast majority of the artists scheduled to exhibit have already committed to next year's show, and have asked that their registrations fees be applied to the 2021 event. Woodruff serves as the liaison between Canton Main Street and the SRPED. "We're thrilled that so many of our artists will be returning. I think it really goes to show that the Festival is a very popular event among artists from Illinois and surrounding states. We're very proud that Art on Main was named among the top 100 fine arts shows in the country by Sunshine Artist Magazine, a national publication well respected by artists in America. We will certainly celebrate that next year."

You can view the work of artists scheduled for this years event at www.cantonartonmain.com, or contact Amanda Woodruff at awoodruff@cantonillinois.org, (309) 647-2677 Ext. 1.