



Subject: *Message to our community*

Our community has been under stress since the outbreak of the COVID-19 pandemic. Unfortunately, it has become clear that our health and well-being is not the only thing that has been strained— so have our small businesses. Like many towns across America, Front Royal's small businesses are the backbone of our community and we as a community need to help all of them.

The Town of Front Royal has started a program dedicated to jumpstarting our local economy — we are proud to announce our new campaign called - '**Back to Business. Back to Nature.**' A group of local volunteers and Town staff have been spending time during the pandemic to help with business recovery by focusing on revitalizing local businesses and tourism.

Please be on the lookout for these activities and show your support through participation:

- **Social Media contests**
- **Small business marketing trainings**
- **Local business gift card giveaways**
- **New town promotional video**
- **Shop local festival**
- **Photography contest**
- **Blog creation driving traffic to our local businesses and reaching out to tourists**

All activities will be in accordance with Governor Northam's Executive Orders. Activities prior to the lift of the order will be virtual. We will begin to phase in interactive activities once it is safe to do so.

Front Royal has never allowed setbacks to stop our Town from coming together and supporting each other. We are a resilient community. We need to all come together to help our local businesses. Together, we will recover and be stronger than ever.

Thank you for your help to get - **#BackToBusiness #BackToNature**