

Questions? Comments? Feedback? We're here to help. Contact RIA at together@runningindustry.org



Welcome to the RIA COVID-19 Resource Guide. We're providing this guide to help support the run specialty community during this very challenging time. Keep in mind that the content presented in the guide represents a starting point, and we'll be adding more relevant content in the coming days.

PLEASE NOTE: The RIA will be sending out periodic updates that we consider vital information for our community. To stay abreast of these updates, ***it is important that you sign up for our email distribution list.*** The distribution list will serve as our main platform for communication, so please take 30 seconds to sign up. [Click here to subscribe to this list.](#) (And of course we will use the list *only* for COVID-19 updates.)

RIA will also post updates to Facebook. To participate, please visit the [RIA on Facebook](#) page.

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Using This Guide

The guide is broken down into relevant sections which are highlighted below in the table of contents. Each section includes a summary of information provided as well as links to pertinent resources. Where possible, we use bookmarks and other links to jump to relevant websites and sections of this document.

This guide is a directory of resources. Many of these will be saved as individual documents and made accessible and download-able in a [Google Drive Directory](#).

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COVID-19 Retail Survey Results

This report provides a current snapshot of COVID-19's impact on the run specialty channel as of March 27, 2020. Please note another survey will be distributed in April to uncover business trends as well as best practices for continuing sales.

1. [COVID-19 Retail Survey Results](#) (March)

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Brand Support Reference Guide

Your one-stop reference guide to review extended invoice terms and other platforms that brands are offering to provide support for retailers.

1. [Brand Support Reference Guide](#)

Paycheck Protection Program Info

Everything you need to know to get financial relief for your employees.

PLEASE NOTE: Gathering all of the information needed for the PPP Payroll Calculator (line item 8) and also the info required by lenders is TIME CONSUMING. So be sure to get this project started and be ready to submit when the banks get final approval to process.

1. [PPP Overview](#) **ADDED 3/31** A quick overview of what the PPP is all about
2. [PPP Small Business Guide and Checklist](#) **ADDED 4/2** A MUST READ! A step by step guide to the PPP
3. [PPP Fact Sheet](#) **ADDED 4/1** Answers relevant questions about the program
4. [PPP Borrower Info](#) **ADDED 3/31** Detailed Information about the PPP loan process
5. [PPP Lender Info](#) **ADDED 3/31** Information on what entities are eligible to lend
6. [Borrower PPP Application](#) **ADDED 3/31** Submissions will be allowed starting April 3rd
7. [PPP Application -Digital Version](#) **ADDED 4/2** IMPORTANT! You can fill out your application digitally using this file
8. [PPP Payroll Calculator](#) **ADDED 4/2** IMPORTANT! A super helpful tool to prep for your application.

SBA Loans, Tax Relief, and Government Updates

Tap into financial assistance, tax relief and other options.

1. [The Small Business Owners Guide to the CARES Act](#) **ADDED 3/31** This guide provides information about the major programs and initiatives that will soon be available from the Small Business Administration
2. [SBA loan program info](#) **ADDED 3/30** Courtesy of Forbes. How to secure financial relief, explained simply and clearly
3. [Summary of SBA Loan Process](#) **ADDED 3/30** SBA Loan Opportunities, Including how to apply
4. [SBA Loan Start Page](#) **ADDED 3/30** This is where you get your loan process started
5. [State by State Tax Relief](#) -The American Institute for Certified Public Accountants has created a guide for state tax filing guidance for the coronavirus pandemic
6. [Tax Filing Update from the IRS](#) - Details extension on tax filing deadline
7. [U.S. Small Business Administration - Funding options](#) - The SBA will work directly with state Governors to provide targeted, low-interest loans to small businesses and non-profits that have been severely impacted by the Coronavirus (COVID-19). The SBA's Economic Injury Disaster Loan program provides small businesses with working capital loans of up to \$2 million that can provide vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing.
8. [Small Business Resources from the US Chamber of Commerce](#)- The coronavirus is causing financial difficulties for businesses across the U.S. Here are five resources that can help you navigate this difficult situation
9. www.twoten.org - Two Ten provides short-term emergency financial assistance for footwear employees facing difficult times, including help with housing or mortgage costs, utility bills, natural disaster recovery and other financial hardships.
10. [Leasing and Real Estate Advice](#) - From RIA Partner ESR Commercial
11. [Overview of Federal COVID-19 Relief Bills](#) - Update on government efforts to support individuals and businesses.
12. [HR 748 Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#) An important summary of the CARE Act. Provides significant tax and non-tax stimulus to individuals and businesses.

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13. [Senate CARES Act in layman's terms](#) - A synopsis and primer on how to take advantage of the provisions in the CARE Act.
14. [Small Business Relief Tracker](#) - Forbes has assembled an excellent list of financial support at the Federal, State, and Local levels, as well as support from the business and private sector.

Ecommerce Solutions

Potential resources that retailers may want to consider to keep sales flowing.

1. [Fitted](#) - One page overview
2. [Fitted](#) - Detailed turnkey ecommerce platform
3. [RICS Ecommerce Resource Guide](#) - Ecommerce solutions with support from RICS Software
4. [Sample Ecommerce Customer Promo Letter](#) - Example letter to promote on-line orders and curbside delivery
5. [Run Free Project](#) **ADDED 3/29** An inventory-based E-commerce solution specifically tailored to Run Specialty Stores

Marketing Solutions

General marketing content and ideas that you can use to connect with and support your customers and the local running community.

1. Running Social Media Graphics - **ADDED 4/1** Non-branded and ready to post with inspirational quotes and photos.
 - a. [Instagram](#)
 - b. [Facebook](#)
2. [Running Specialty Toolkit - Courtesy of Upper Quadrant](#) **ADDED 3/29** Tips and recommendations that stores can apply
3. [Run Local](#) **ADDED 3/31** A non-profit charity fund created to provide immediate relief to local independent running stores.
4. [Social Media Ideas -](#) Examples for communicating to customers via social media from retailers on the RIA board of directors.
5. [Advice During a Pandemic](#) - A fun graphic to share on social or email.
6. [Keep Running Strategy](#) - Assets from Runhouse to encourage people to Keep Running
7. [Flatten The Curve](#) Everything you and your customers need to know to battle COVID-19
8. [Sample Letter To Customers](#) - Info on store COVID-19 policy - Courtesy of Two Rivers Threads
9. [Challenge Hound](#) **Added 4/2** Connect to your customers by creating and tracking group challenges

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HR Topics & Employee Support

What Employers need to know.

1. [Workplace issues and Covid-19 virus](#)
2. [Covid-19 Employer Responsibilities](#)
3. [Covid-19 How to Properly Pay Employees](#)
4. [Mental Health During Covid-19](#)- from World Health Organization

Ideas and Articles of Interest

Creative ideas and tips to keep your business afloat.

1. [What Every Small Business Can Do, Right Now!](#) **ADDED 3/31** An excellent checklist for what independent retailers can, and should, be doing.
2. [Small Business Lobbying Efforts](#) **ADDED 3/29** From the Institute for Local Self Reliance
3. [9 Necessities for Business Survival](#) - Business leader, entrepreneur Liz Etling offers her advice
4. [Staying Productive While Working from Home](#) - Time magazine offers 5 key strategies
5. [CDC Guide for Small Business](#) - Center for Disease Control advice for small business
6. [Headspace App](#) - Helping to support your team's mental health, free for employers
7. [Tread and Butter donates proceeds](#) - Good to see our members helping out in the community

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COVID-19 General Information

Updates on the battle against the spread of the virus

1. [Workplace Preparedness](#) **ADDED 3/31** CDC guidelines for preventing workplace exposure
2. [Global Cases Dashboard](#) - An interactive dashboard providing world-wide information

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Coming Soon

Peer sharing - Tips, ideas, and suggestions from the run specialty community