



CITY OF MORRO BAY

CITY HALL

595 Harbor Street
Morro Bay, CA 93442

PRESS RELEASE

September 8, 2020

City Launches the “Business Hero” Campaign – Recognizing Local Businesses for their Resiliency and Efforts to Keep our Community Safe

Morro Bay, CA – The City recently launched the “Be A Face Mask Hero” and “Be A Trash Hero” campaign to encourage positive, responsible and safe behaviors in our community in the midst of the COVID-19 pandemic. The campaigns have been successful as the City sees increased compliance with face covering usage and less litter in our community thanks to all our local trash heroes who volunteer countless hours picking up litter. The City is now launching its third leg of the Hero campaign series, “Business Hero.”

The “Business Hero” program is the City’s way of thanking our local, small businesses for being resilient and persevering through these ever-changing pandemic times. COVID-19 is particularly challenging and impactful to our small business community, requiring proprietors to shutter for some period and upon reopening, adjusting their service models to keep their employees and customers safe. The City recognizes the challenges COVID-19 has placed on our local business community and want to recognize businesses for being creative, flexible, and responsive.

Each month the City will be recognizing four local businesses, one within each of the four Business Districts - the Waterfront, Quintana, North Main and the Downtown, as local Business Heroes. The City would also like to remind everyone of the importance, now more than ever, of supporting local, small businesses.

September 8, 2020 marks the launch of the City’s campaign, with our first four Business Heroes being recognized during the evening Council’s meeting, which begins at 5:30. The first business the City would like to thank and acknowledge are:

North Main District - The Avocado Shack, located at 2190 N. Main street, Morro Bay

Quintana District – Fitness Works, located at 500 Quintana Blvd, Morro Bay

Downtown District – Top Dog, located at 857 Main Street, Morro Bay

Waterfront District – The Galley Restaurant, located at 899 Embarcadero, Morro Bay

These businesses have worked hard to comply with COVID-19 restrictions and modifications to remain open and continue to provide services to our community. From creatively providing outdoor fitness opportunities, outdoor dining, providing spacing and routing lanes that are adequate to meet physical distancing requirements, to wearing face coverings and observing sanitation and disinfecting standards. City staff will be presenting these businesses with Business Hero Signage to display in their stores and serve as a reminder of the City's gratitude and appreciation for staying the course, staying open, and being resilient.



Support Local, Small Businesses
#ROCKSOLIDTOGETHER



If you would like more information about this topic, please contact Jennifer Callaway, Public Information Officer at 805-772-6217.