



## Carbondale, Colorado, Asks Community & Visitors to “Love Local”

*Locals & Tourists Are Encouraged To Support Local Businesses And Protect The Community With Public Health Practices As Carbondale Businesses Reorient To Reopen For Summer Season*

CARBONDALE, Colo. (July 1, 2020) – Carbondale reopens its arms at a social distance and asks locals and visitors alike to “**Love Local**” in a dual call-to-action to spend locally by shopping, dining, adventuring, and creating to support the local business community while also practicing public health and safety guidelines– wearing a non-medical mask or face covering, social distancing, and hand washing– to keep the community safe during the reopening following the COVID-19 global pandemic health crisis and shutdown.

**Love Local** is a call-to-action asking Carbondale residents to spend locally to support their neighbors, friends, and the entire community by shopping, dining, and spending in their hometown. According to Garfield County, if everyone in Carbondale spent just \$20 more in in the county this year instead of shopping online or out of town, that would equal over \$1.2 million for the local economy. Another way to spend locally is by purchasing a Carbondale Chamber gift certificate which can be spent locally in one of the 60 participating retail and dining businesses in town—in the past 12 months \$27,600 worth of Chamber gift certificates were spent in local businesses—keeping money local in the Carbondale economy. Gift certificates can be purchased by contacting the Carbondale Chamber: [chamber@carbondaale.com](mailto:chamber@carbondaale.com).

**Love Local** is a reminder to keep each other safe. As a small and close-knit community, Carbondale locals must continue to follow the public health guidelines from Garfield County Public Health and continuing to practice social distancing, hand washing and wearing a face covering or non-medical mask while indoors in spaces where there is public interaction, according to the Town’s local mask ordinance. Visitors are advised to get educated on the local guidelines before they arrive in town. Lodging and hotels will also be provided with information postcards to provide to visitors, along with a limited supply of the specially designed buff face coverings. More information on local public health guidelines are at [www.carbondale.com/covid-19-update/](http://www.carbondale.com/covid-19-update/)

The **Love Local** icon will start to feature online and in shop windows, on marketing collateral and local advertising, along with the guidelines.

[The Town of Carbondale](#), [Carbondale Creative District](#), and [Carbondale Chamber & Tourism](#) have partnered on several initiatives to help reignite the town's economy by devising solutions local businesses to expand capacity while meeting social distancing and other mandated public health requirements. A reconfigured Main Street provides more in-street retail space and patio dining, as well as street closures for pedestrians.

Carbondale Arts has commissioned local artists Chris Erickson and Stanley Bell to create a street mural on Main Street to celebrate the summer opening. The mural, designed to reflect Main Street's role as the central nervous system and heart of the community, was unveiled Sunday, June 28, 2020, in a live painting by Erickson and Bell. More live painting continues Sunday, July 5, 2020.

Carbondale Arts and Carbondale Chamber have also created specially designed buff, which can be worn as a face covering, featuring artwork by local artist Brian Colley. The buffs will be available for purchase at Carbondale Farmer's Market every Wednesday through the summer, The Launchpad, and at Carbondale Chamber throughout the summer.

"We urgently remind the community to **Love Local** right now, as we move through the reopening process in the safest way possible," said Dan Richardson, Mayor of Carbondale. "Our small businesses are open, Main Street is decked out and ready to welcome customers. We just need to keep up the hard work of following public health and safety guidelines so we don't go backward in our progress."

"Carbondale's Creative District community has done remarkable things to take programming online and virtual during these times. Locals and visitor audiences can still feel connected, be entertained, and safely support the arts and local businesses," said Amy Kimberly, Executive Director of Carbondale Arts and Carbondale Creative District.

"Summer has arrived, and Carbondale is open. While it may feel like business as (un)usual, we commend our small business community who have worked hard to reconfigure around public health guidelines to bring some kind of normality and service with a smile behind the mask for our locals," said Andrea Stewart, Executive Director of Carbondale Chamber of Commerce and Tourism. "We welcome visitors again and we urge travelers to learn about the latest guidelines and public health regulations before they arrive. Masks are required, but there's a smile behind it and we look forward to welcoming you."

*Note to editors:* link to downloadable photos and video of Carbondale's Main Street mural are available here: [https://www.dropbox.com/sh/u0cfm87ts0vp4yw/AABcs25CumLUjuCCFATgD\\_gAa?dl=0](https://www.dropbox.com/sh/u0cfm87ts0vp4yw/AABcs25CumLUjuCCFATgD_gAa?dl=0)

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