

Megan Moeller | Communications Coordinator  
Direct: 507-328-2436

**\*Revised\***

FOR IMMEDIATE RELEASE

## The City of Rochester supports local businesses

March 26, 2020 – Rochester, Minnesota – City of Rochester continues its efforts to support local businesses during the COVID-19 pandemic. “This is a challenging time for all of us,” says Rochester Mayor Kim Norton, “the impact to our local small businesses is very tangible and very real.” Norton encourages Rochester residents to continue to frequent local businesses that remain open during the Stay at Home order whenever possible but recognizes that won’t be enough. “I am pleased we were able to quickly respond to the Chamber of Commerce’s suggestions on further steps to support our local businesses. The City continues to implement new practices during this time to ease the financial burden caused by COVID-19.”

Below are a variety of options that are now in effect:

### **NEW Options for deferment of liquor license renewal payments**

The City of Rochester will allow deferral until November 13, 2020 of annual on-sale liquor license renewal fees—an expansion on previous deferral options. The City is considering additional measures to reduce the burden on businesses that have already paid renewal fees but have been unable to be open for business.

### **NEW Municipal parking ramps**

Contract parkers affected by business closures or other COVID-19 related impacts may request a temporary suspension of their monthly contract parking for the month of April. Doing so will not affect your future contract eligibility. Refunds will be provided for those who have already paid for the month. Contact Reef Parking at [rochesterparking@reefparking.com](mailto:rochesterparking@reefparking.com) to initiate the process.

### **COVID-19 Emergency Economic Development Loans**

The City of Rochester has allocated \$250,000 from the City’s Economic Development Revolving Loan Fund to the COVID-19 Emergency Loan Fund. The newly established fund provides assistance to small local businesses to help keep them operating, including helping to support their employees in times of loss of or declining business. Program information and applications are available at <https://www.rochestermn.gov/departments/emergency-management/covid-19-emergency-economic-development-and-stability-information>

### **On-street parking**

The City of Rochester is extending through the end of April temporary changes suspending the enforcement of both residential permit-only parking zones and metered parking spaces.

The latest City news and information regarding COVID-19 can be found by visiting the [City webpage](#).

###

## NOVEL CORONAVIRUS (COVID-19) PANDEMIC



### EMERGENCY DECLARATIONS

**Stay at Home  
Executive Order 20-20**  
*Effective March 27 – April 10*

**City of Rochester  
Declaration of Local Emergency**  
*Issued March 17, 2020*

**Olmsted County  
Public Health Emergency**  
*Issued March 17, 2020*

**Minnesota Peacetime State of  
Emergency EM-3453**  
*Issued March 13, 2020*

**National Emergency  
Concerning Novel Coronavirus  
Disease (COVID-19) Outbreak**  
*Issued March 13, 2020*

### LOCAL ACTIVATIONS

**City of Rochester  
Emergency Operations Plan**

**Joint Information Center (JIC)**

**City of Rochester Emergency  
Operations Center (EOC)**

#### EOC STRATEGY

Ensure Community Lifelines

#### EOC OBJECTIVES

Continuity of Operations

Timely Community and  
Teammate Communication

Economic Stability

Community Stability

Healthcare System Support

*Lifelines enable the continuous  
operation of critical government  
and business functions and are  
essential to human health and  
safety or economic security.*

**ROCHESTERMN.GOV/COVID19**