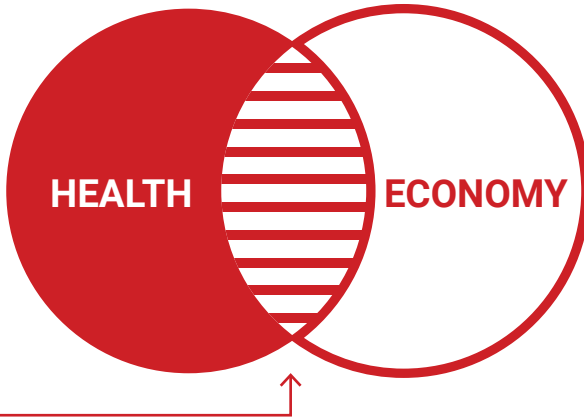


UTAHNS CHOOSE

HEALTH AND THE ECONOMY



HEALTHY COMMUNITIES SUPPORT A HEALTHY ECONOMY.

Nearly a year into the Covid-19 pandemic, Utahns have learned that healthy communities and a vibrant economy go hand in hand. Business owners and public health experts are more aligned than ever: safety for consumers will enable a faster recovery. Small businesses in Utah are digging in to support our communities, customers, and families, all while reimagining sustainability alongside new public health practices.

CAMARADERIE IN THE CRAFT MARKET COMMUNITY: NEW BUSINESS MODELS CAN ENABLE SUCCESS

Lauren Lee began designing and hand printing Utah-themed tea towels when she moved from Tennessee a few years ago. After earning a small following and receiving encouragement from craft market organizers, she began selling her goods seasonally at several markets year round. When it became clear the pandemic would drastically impact craft markets in 2020, Lauren knew she had to make a change. She began growing her presence on social media, and preparing her business to sell to other businesses rather than people at the markets. Fount Paper is thriving thanks to Lauren's efforts to reinvest in her business and improve sustainability.

In addition to reaching new customers, Lauren also began making high-quality masks based on a design she created to prevent fog building on her glasses. She donates a portion of mask proceeds to Restoring Ancestral Winds, a nonprofit supporting indigenous communities impacted by violence. She also decided not to apply for small business loans because she saw that others had a greater need. She has remained in close contact with the craft market community throughout the pandemic, describing it as a source of information and comfort. Reflecting on Utah's small business community, she describes how the economy is one of many domains of health: *Supporting the actions of businesses to keep their customers safe should be held in the highest regard because those businesses are also promoting public health.*



SUPPORT BUSINESS OWNERS BY FOLLOWING PUBLIC HEALTH RECOMMENDATIONS

A vaccine for Covid-19 is bringing new optimism to business owners and the public at large, but the economy can't wait for widespread distribution. We can protect businesses and the health of our friends and family by adhering to public health guidelines until the impacts of the vaccine can be realized.



WEAR A MASK



PRACTICE
PHYSICAL
DISTANCING



LIMIT INDOOR
GATHERINGS &
CLOSE CONTACT
with those outside
of your household



listen to the stories of
COMMUNITY MEMBERS
WORKING CLOSELY
WITH COVID-19



STAY HOME WHEN
YOU ARE NOT
FEELING WELL



GET VACCINATED
WHEN POSSIBLE
& continue to follow all of
the above guidelines

THE LINK BETWEEN CONSUMER CONFIDENCE, PUBLIC HEALTH, AND ECONOMIC RESILIENCY:

New national and Utah-specific research finds that consumer confidence during the pandemic is closely linked to public health recommendations and local case counts. In a recent report, the University of Utah found that nationally, both consumer spending and mobility increases with statewide mask mandates and reduced case counts. When the researchers analyzed data from thousands of counties, they found county restrictions aren't as effective because consumers interpret localized restrictions as a sign of higher risk.

Surveys conducted in Utah further confirm these findings. When asked about their responses to case counts and masks, Utahns report feeling more confident engaging in the economy when their health is safeguarded.

This goes to show that following public health guidance helps and does not hinder our economy.¹ →

FROM CATERING TO COMMUNITY ENGAGEMENT: A SMALL BUSINESS OWNER FIGHTS TO KEEP SHARING HIS PASSION WITH OTHERS

Roody Salvator opened Makaya Caters in 2015 after a dinner club with friends led him to realize how much he enjoyed sharing the traditional cuisine he grew up eating in Haiti. Last year, before the pandemic set in, he connected with advisers that helped him prepare his small business for growth. He secured bigger and repeat clients and was set to have his most successful year until multiple contracts were cancelled because of Covid-19.

Without catering contracts to earn an income, Roody took the last of his savings to build a food truck and hoped he could stay afloat by bringing his food directly to customers. To make this new pursuit a success, Roody became an outspoken advocate for small business owners like himself and works constantly to get the message out about how much it means to support our local businesses.

Roody's message to stick together is deeply personal. In recent months, the friends that initially encouraged him to start his business have made donations and set up fundraising accounts to help Roody weather the storm. He recalls dark days when his fridge broke, and weighing whether or not to sell all the catering equipment he acquired over years of hard work. Donations kept him from closing his business, but he says he would much rather share his passion with others than stay afloat with donations.

Roody sees the recommendations to protect his customers as life or death and would love to see the community come together and make it easier for him to do what he can to protect others.

01. Seegert, Gaulin, Yang, Navarro-Sanchez (2020). "Information Revelation of Decentralized Crisis Management: Evidence from Natural Experiments on Mask Mandates" Retrieved from: nathanseegert.com/corona



IF CASE COUNTS FALL BY...



50%



THEN UTAHNS ARE

32%

MORE WILLING TO
GO TO A STORE



IF CASE COUNTS FALL BY...



90%



THEN UTAHNS ARE

61%

MORE WILLING TO
GO TO A STORE



IF EVERYONE WORE A



MASK



THEN UTAHNS ARE

59%

MORE LIKELY TO
GO TO A STORE

