



**Shop Rochelle  
RMU Credit Program**

# Program Description

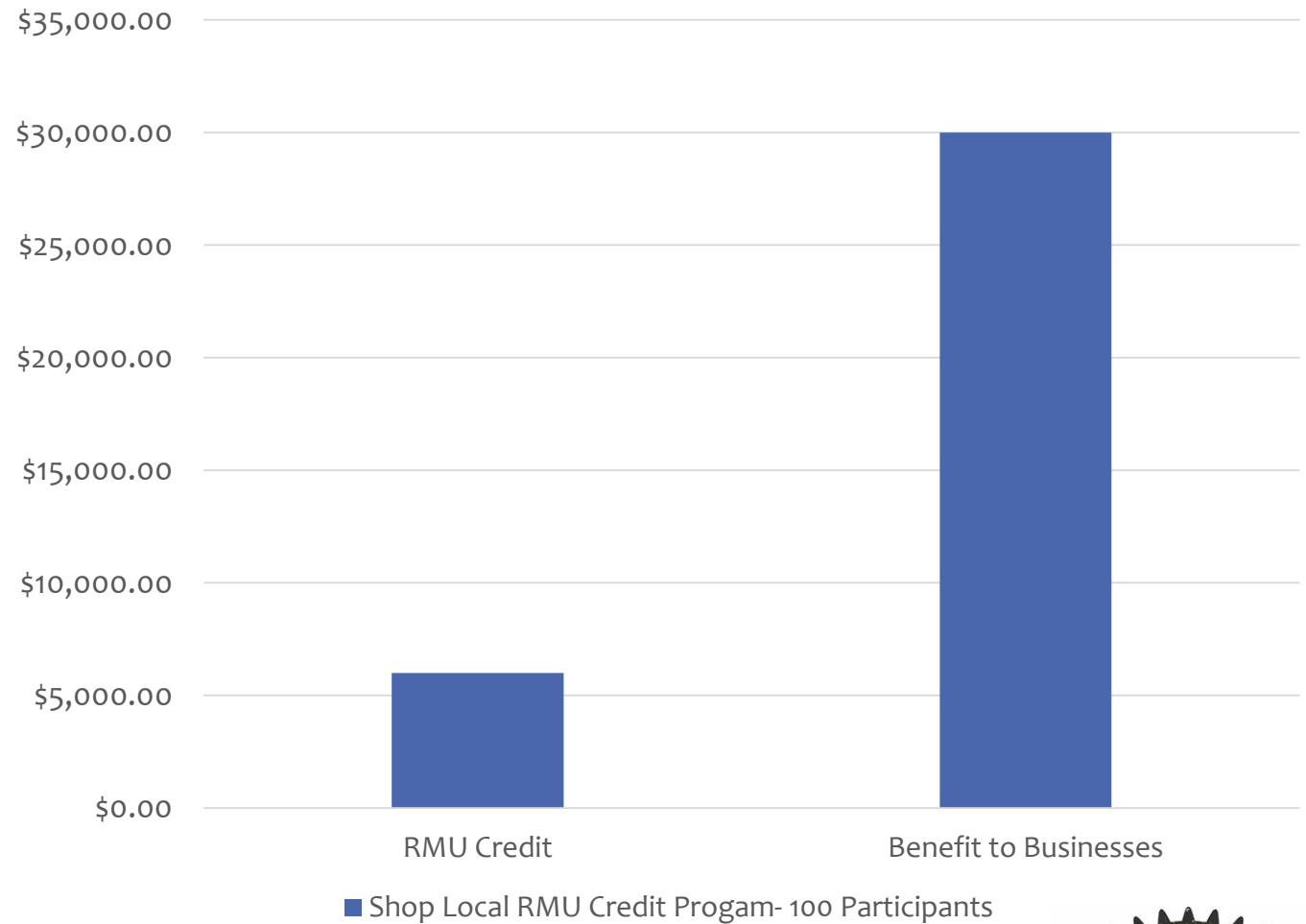
- Economic tool facilitated by the City of Rochelle and RMU to assist local small businesses
- Encourage our residents to patronize local small businesses deemed non-essential who were forced to close during the COVID-19 pandemic Phase 1, 2 & 3

- \$60 reimbursement in the form of a credit on a future Rochelle Municipal Utility (RMU) bill
- Qualifying purchases from multiple retail/service shop and/or restaurant establishments located within the RMU Service Territory totaling \$300



# Projected RMU Credits & Benefits to Local Small Businesses

Number of Participants	RMU Credit	Benefit to Businesses
1	\$60	\$300
50	\$3,000	\$15,000
100	\$6,000	\$30,000
250	\$15,000	\$75,000
400	\$24,000	\$120,000



Small Impact on the City- Large Impact on OUR Small Businesses



# Helping our local small businesses one program at a time!

- ✓ 2020 Permit Fee Waiver Program (\$4,833)
- ✓ Façade Improvement Program (2019- \$15,000 & 2020 \$15,000 earmarked)
- ✓ Blade Sign Program
- ✓ Restart Rochelle Assistance Grant Program (\$198,500)
- ✓ Gift Card Program
- ✓ Cash Mob



# Supporting OUR Community!

RMU Credit to OUR Customers

Local Shopping of OUR Businesses

