



# Santa Cruz County News

Website: [www.santacruzcountyaz.gov](http://www.santacruzcountyaz.gov)

For Immediate Release

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## **Santa Cruz County Launches Digital Commerce Program: Local Businesses Asked To Complete Shop Local Business Survey**

Santa Cruz County, Arizona is conducting a survey to understand the digital wants and needs of local businesses. The survey will help the county develop support for local businesses to use digital technology that generate or increase sales.

As part of a \$60,500 grant in August it received from the US Department of Agriculture-Rural Development, the county is using funds to: 1) develop a youth internship program for students to learn e-commerce skills; 2) offer a coordinated online presence and digital platform for independent businesses; 3) develop economic development strategies to assist small businesses. The project has also received \$25,000 in support from the Community Foundation of Greater Green Valley.

The need for digital small business support comes out of a report commissioned by the Santa Cruz County Board of Supervisors, *Santa Cruz County, Arizona COVID-19 Economic Recovery Survey and Strategy*. That report assessed how local industry has been impacted by COVID-19.

A priority recommendation included strengthening digital commerce for existing local, independently owned businesses that have suffered significant losses during the pandemic. Local, independent businesses are critical to the economy, as nearly 4 times more money stays local when spent at these merchants, compared to 14% of money being spent at major chains that stays in the local community.

The English survey link is available at <https://forms.gle/Uq7bxt1sRfwL1cS26>.

The Spanish survey link is available at <https://forms.gle/rghuZQ9X59w5FT5i9>.

The survey should take no more than 5-10 minutes. Please complete the survey to help us understand your needs as a small business in Santa Cruz County!

For more information about the survey, contact Robin Breault ([robin@leadlocal.global](mailto:robin@leadlocal.global)) or Angie Donelson ([angie.donelson@gmail.com](mailto:angie.donelson@gmail.com)).

To learn more about the digital platform for independent businesses available at no cost, see <https://localight-website.webflow.io/register-for-localight-southern-arizona> or email Stephen Sterling at [stephen@localight.com](mailto:stephen@localight.com).

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