



Join the community initiative to safely support and improve the Charlottesville region's economy during the COVID-19 pandemic

[www.cvillechamber.com](http://www.cvillechamber.com)

The public health emergency represented by COVID-19 presents our families, community and businesses with an extraordinary challenge. Project Rebound is a collaborative effort to build and implement strategies to support local businesses and the economy in the midst of the ongoing pandemic.

In basketball, a "rebound" occurs when a player possesses the ball after a missed shot.

How many missed shots, opportunities and milestones have we experienced as a result of COVID-19?

But what matters at this moment of adversity is not just what we have missed, but how quickly we can pivot to take possession of the next opportunity.

Business owners and community members are working together to figure out how to support local businesses during this crisis and to create a strong, inclusive foundation for the economic future of the City of Charlottesville, Albemarle County and Central Virginia.

Project Rebound is designed to provide information, resources, connections and guidance to local business during this crisis

Coordinated by the Charlottesville Regional Chamber of Commerce, Project Rebound has started to compile hundreds of community-generated ideas on how to support local business owners, workers and organizations over the near and long term.

- From "Buy local" campaigns to identifying ways to access capital, Project Rebound plans to begin executing some of the ideas developed prioritized by both urgency and ease of execution.
- Making these ideas a reality requires a variety of partners who can offer complementary skillsets and resources. Identifying those partners and securing commitments will be key to bringing these ideas to fruition to support our community. Please join us in this important work.



**Five ways you can help the Charlottesville region bounce back better than before**

**1. Join the effort**

Please join our mailing list at [bit.ly/ReboundSubscribe](http://bit.ly/ReboundSubscribe) for future conversations and community actions

**2. Be safe, Stay Healthy**

Start by downloading the free safety toolkit from [www.cvillechamber.com](http://www.cvillechamber.com)

**3. Buy Local**

Participate in the Chamber of Commerce's Buy Local campaigns

**4. Ask for help**

Project Rebound's goal is to be your connection, call us at (434) 295-3141.

**5. Leverage your strengths**

Let us know if you have a skill that could aid the cause by emailing [connect@cvillechamber.com](mailto:connect@cvillechamber.com)

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