Main Street, downtowns and COVID-19

• Missouri Main Street Connection (MMSC) is a resource to all communities and small business.
• MMSC is a resource to our Main Street organizations across the state and beyond.
• MMSC is your partner through this crisis along with National Main Street, MO DED, and others.
4 Ways to Connect

Missouri Main Street Connection is dedicated to supporting our Main Street organizations and districts through the COVID-19 pandemic. We believe that local Main Street organizations play a vital role in helping small businesses through this trying time, and we are committed to providing resources to help in that effort. Missouri Main Street Connection is aiming to equip businesses and organizations with necessary tools in this changing economic landscape.

1. ONLINE RESOURCE OUTLET
   We have developed an online resource outlet on our website for quick access to tips, instructions, and resources for businesses and Main Street organizations to assist through this time. We will update it as often as necessary to keep it current.
   www.modmainstreet.com/COVID-19-RESOURCES

2. MORNINGS ON MAIN
   MMSC will host weekly Wednesday webinars at 8:30 am to establish resources to help our communities and businesses on a variety of topics. Topics will change weekly and examples include: “Working an Online Presence to SELL!” and “Communication Is Key” with more to be announced. More details on our website: www.modmainstreet.org/upcoming-training

3. WE CARE CALLS
   We are establishing weekly calls with Main Street Directors around the state every Tuesday to network on what outreach, trainings, etc. is working in individual communities.

4. FACEBOOK PLATFORM
   We have also created a Facebook group “Mainstreet Chat” so that anyone can ask questions, share resources and ideas, and look for support during this crisis. Learn more here.

MoMainStreet.org

BLOOM
studio & gifts

Jocelyn Anderson, Owner

LOCAL FOUNDERY
Local. Made. and Found Objects

Ben Wine, Co-owner
9 Best “Easy” eCommerce Platforms & Sites (2020)
(From WebsiteSetup.com)

1. Wix Stores – Simple, Beautiful, Affordable

**Pros**
- Simples to use and quick set-up
- They are good at websites and make an online store simple
- 500 templates for online stores
- Fully hosted
1. Wix Stores – Simple, Beautiful, Affordable

**Cons**

- Foremost a website builder so online store is a bit basic
- Once you choose a site template, you can’t change it

*Plans are $17-49 per month*

2. SiteBuilder – Best for Beginners

**Pros**

- Really easy to use...”like I have never seen a website interface before easy.”
- Drag and drop features
- Domain, hosting, analytics, SEO and sufficient eCommerce tools
2. SiteBuilder – Best for Beginners

**Cons**

- Only 100 templates for eCommerce
- Limited options for advanced users

*Plans are $4-7.20 per month*

3. BigCommerce – Best for Small Business

**Pros**

- Very similar to Shopify
- Large number of tools and features – e.g. promotions, unlimited product variants, options to handle returns, coupons
- Flexible shipping options
- Integrates with Amazon, eBay and social networks
- Over 40 payment processing options
3. BigCommerce – Best for Small Business

**Cons**
- Lags behind in template offers – only 7 free templates
- No POS features

*Plans are $30-250 per month*

4. Shopify – Best for Boutique Shops

**Pros**
- Super easy to use and quick to set up
- Offers dozens of free mobile-optimized, elegant themes
- Top-notch support
- Offers software/hardware to sell inside physical store
4. Shopify – Best for Boutique Shops

**Cons**
- Costs can easily snowball – base fee, plugins, themes, features, etc.

*Plans are $29-299 per month*

5. Volusion

**Pros**
- Drag and Drop site building
- Solid eCommerce and product management tools
- Integrates with a lot of payment providers
- No transaction fees
5. Volusion

**Cons**

- Pricing structure is a bit confusing – bandwidth limits
- Pay extra for SSL, which is a must for online stores
- No blogging capabilities

*Plans are $29-299 per month*

6. Squarespace

**Pros**

- Simple and very beginner-friendly
- Templates are elegant, beautiful, and polished
- Mobile responsive
- Especially suited for selling products that require high-quality imagery
6. Squarespace

**Cons**

- Restrictive in features
- Limited to only PayPal and Apple Pay
- Ability to customize is limited
- Transaction fee for cheaper plans

*Plans are $18-46 per month*

7. Magento

**Pros**

- Self-hosted solution that gives you the control
- With tech knowledge, you can change pretty much anything
- Can use their templates if not a techie
- Marketplace has plug-in, themes, etc.
7. Magento

**Cons**
- Self-hosted to need some knowledge
- More time and money to optimize

*Free to download but options vary in costs*

8. OpenCart

**Features**
- Self-hosted, open source
- Very customizable with thousands of themes
- Marketing features are limited

*Free to download but options vary in costs*

9. Zen Car

**Features**
- Self-hosted, open source
- Very customizable with thousands of themes
- Outdated user interface

*Free to download but options vary in costs*
Jocelyn Anderson, Owner

Ben Wine, Co-owner