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Cat: Non-Profit

Anchor: Evan Forrester/Jessica Pash

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BUSINESS CLOSURES AND GATHERING RESTRICTIONS BECAUSE OF COVID-19 HAVE IMPACTED THE ECONOMY IN DOWNTOWN LITITZ.

A NON-PROFIT IS NOW LOOKING INTO OTHER WAYS TO DRUM UP BUSINESS.

FOX43'S JESSICA PASH EXPLAINS HOW A NEW BENEFIT IS HOPING TO DO JUST THAT.

Like many thriving small towns, Lititz is suffering because of the lack of numerous summer and fall events that normally bolster the local economy.

Jen - "The loss of the 4th of July celebration, the loss of the Rotary Craft Show, the loss of the Brew Fest – these are all ways that Lititz, as a community, comes together and supports non-profits like the Lititz recCenter."

Now, a new benefit is allowing the Lititz recCenter to partner up with 7 local establishments in hopes of bringing much needed business back to downtown.

Jen - "Bottoms Up is a free beer opportunity! It's a fun way to connect local business with the recCenter in a win-win scenario."

Carson - "We know a lot of our friends in town have been struggling and so this is just one way to sort of drum up business and get people down into Lititz."

Bottoms Up features a punch card purchase allowing the buyer to redeem a free beer, up to 12 ounces, at each of the 7 participating bars and restaurants.

Carson - "Often times we have one spouse that will want to shop and one spouse that will want to sit and drink – and this is a nice incentive to sort of light a fire under them and be like oh why don't we do that in Lititz."

Proceeds from the punch card sales will have a dual benefit – supporting the local restaurants and pubs, and also fundraising for the Lititz recCenter scholarship program.

The tone in Lititz remains hopeful.

Jen - "You know I think folks are really eager to get back to normal – get back to routines. We're seeing increased visitation here at the recCenter so we're feeling optimistic and powering through, like Carson said."

Jessica Pash FOX43 News