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FLORENCE, SC – The City of Florence has launched the Florence Forward Pledge to encourage local businesses to reopen or expand their services responsibly as the community works to protect the health, safety, and wellbeing of residents and visitors during COVID-19.

Modeled after the successful Greater Greenville Pledge Campaign, Florence officials hope to inspire local business owners to take a pledge to do their part in stopping the spread of COVID-19 in Florence. Responsibilities include monitoring the health of their employees as they return to work, cleaning high-touch areas frequently, encouraging the use of face coverings, promoting hand, cough, and sneeze hygiene, promoting social distancing in their business, and limiting the number of people inside businesses if applicable.

Business owners who choose to take the pledge will receive a static cling to display in the window or on the door of their business and will be granted use of the Florence Forward Pledge logo for their own marketing materials. The City of Florence website will also host a return to work resource guide and sample safety plan checklist based on the latest guidance from the CDC and state health officials.

To take the pledge, business owners will visit the City of Florence website and click the pledge button, which takes the user to the pledge page. Once the pledge information is filled out and submitted, the business will appear on the map of businesses who have taken the pledge, showing that they have committed to the health and safety of their employees and customers. Customers can use the map, also linked on the City of Florence website, to see if their favorite businesses have taken the pledge and even discover new businesses.

City Manager, Randy Osterman, shared, *“It takes all of us to keep our community safe and progressing forward. Our businesses have played an integral role during this challenging time, and I encourage their continued support and participation in this effort as we all work together for the betterment of the Florence community.”*

Take the Florence Forward Pledge online at www.cityofflorence.com.

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