

# GETTING BACK TO BUSINESS

## Participate in the "Be a Big Shot" Campaign

The COVID-19 pandemic presented unprecedented challenges for businesses. Despite them, local businesses have remained resilient.

The availability of the COVID-19 vaccine offers hope for an end to the pandemic. Achieving high vaccination rates in our community will allow us to resume normal activities, including shopping, frequenting restaurants, and safely attending social events.

A few short months after the County received the first doses of COVID-19 vaccine, nearly 50% of County residents have been vaccinated with at least one dose. That's impressive—but **we need this number to be higher.**

**You can help this effort by encouraging residents and visitors to get a COVID-19 vaccination. The campaign invites vaccinated individuals to present their CDC COVID-19 Vaccination Record Card at participating businesses to qualify for a vaccination incentive, such as a free item, a discount or giveaway, and set desired limitations such as one offer per customer, limited timeframe, etc.**

**STEP 1** Decide what incentive your business would like to offer to those vaccinated against COVID-19 and determine any restrictions, limitations, and offer timelines.

**STEP 2** Visit [coconino.az.gov/bigshot](https://coconino.az.gov/bigshot) and complete the participation form.

**STEP 3** Welcome patrons to your business and provide the incentive identified to those who qualify.

**STEP 4** Participating businesses will be listed on the County website at [coconino.az.gov/bigshot](https://coconino.az.gov/bigshot) and be included in promotion on social media.



Coconino County recommends following guidance provided by the Centers for Disease Control and Prevention (CDC) and Arizona Department of Health Services (ADHS) for safely operating businesses during COVID-19. Businesses are encouraged to develop operational plans that support best public health practices based on the current guidance and the current local situation. Please visit [coconino.az.gov/covid19](https://coconino.az.gov/covid19) for more.