



## Resources for Reopening

**Updated: May 26, 2020**

Retail can now open for in-store shopping, offices can open fully, and restaurants can open for in-dining services.

The County signed a public health order limiting the daily occupancy of all lodging properties (hotels/motels, vacation rentals, B&Bs and RV parks) to no more than 50%. This order is effective at midnight on Sunday, May 17, 2020. The County will review the order every two weeks with plans to make adjustments as appropriate – meeting scheduled for May 28.

The SLO Chamber shared the following...SLO County has been [approved by the State](#) to move forward with in-store retail shopping, dine-in restaurants, and wineries, bars, and breweries that serve food! This is an important step forward for our economy but is not automatic — businesses need to complete the five items below to ensure that they are reopening safely:

1. Assess your businesses preparedness by [industry guidelines](#)
2. Train employees on guidelines and how to limit the spread of COVID-19
3. Use your [industry's checklist](#) to ensure your business complies with the guidelines
4. Complete the [SLO County Self Certification Form](#) and keep on site
5. Print and post the [Open and Safe Signage](#) to show the public that your business has completed the process!

### **SLO CAL Open & Safe program: [download here](#)**

The focus of this program will be on giving these audiences the reassurance they need that the SLO CAL community is committed to delivering a safe experience. This is two-fold, as we need to communicate what the business is doing to open safely, but also impart that the consumer must also adhere to specific guidelines to keep the business – as well as all those around them - safe as well. We also want to leverage the renewed sense of appreciation for local small businesses.

- Landing page [\(add link here\)](#)
- Poster that can be branded with your logo [\(add link here\)](#)
  - Please share with constituents, chambers and tourism partners
- Facebook profile header [\(add link here\)](#) and #OpenandSafe (Cambria also promoting #SafeTravels)

- Blog – what open/what’s note, easily shareable on social; use canonical URL (being considered)
- Tourism Pledge (being considered)
- Self-certification seal of approval (being considered)

### Social and eNewsletter channels

Through these channels, let us celebrate both the commitment to the Open & Safe pledge, as well as the dedication and soul of the community. We can share the stories of the destination now, along with first travel experiences later in the summer which showcase the best of outdoor adventures, the culinary scene, and those personal connections that are once again being made through travel. We can ask stakeholders for content, as well as repurpose the content they share through the pledge.

### Public Relations

There is already a fatigue of COVID-related news articles. Journalists are seeking out new content, while still staying relevant to the current travel realities. Yet, today’s travel media landscape is rife with uncertainties as travel journalists can no longer rely on FAM trips for content. Instead, they are more reliant on content from DMOs, and outlets are more apt to utilize content from local journalists who are already in a destination. Influencers are also gaining larger audience shares, given consumers’ current work-from-home environment which naturally drives consumers online more often to only dream of travel. As we evolve from the restrictions, the PR team can share elements of the Open & Safe messaging and stories from the local businesses.

### **Hotels/Motels tools:**

CA Lodging COVID resources: <https://calodging.com/coronavirus-information-resources>

Reopening Guidance: <https://calodging.com/sites/default/files/inline-documents/covid-19/CHLA-Hotel-Reopening-Guidance.pdf>

Accepting essential guests during COVID:

[https://mcusercontent.com/b0628bb247031f6d4c3b47709/files/914ad21e-493f-44bd-b3f1-27342f26172d/Accepting\\_Essential\\_Guests\\_FF\\_05\\_14\\_20\\_Final.pdf](https://mcusercontent.com/b0628bb247031f6d4c3b47709/files/914ad21e-493f-44bd-b3f1-27342f26172d/Accepting_Essential_Guests_FF_05_14_20_Final.pdf)

Clean & Safe checklist: <https://calodging.com/sites/default/files/inline-documents/covid-19/CHLA-Hotel-Clean%2BSafe-Checklist.pdf>

### **Vacation Rental tools:**

Cleaning guidelines: <https://www.vrma.org/page/vrhp/vrma-cleaning-guidelines-for-covid-19>

**County tools:**

County Clean & Safe self-certifications form:

<https://www.emergencyslo.org/en/reopening.aspx#8-Hotels--Lodging-for-Leisure-and-Tourism>

County reopening phases and businesses that are open and not open:

<https://www.emergencyslo.org/en/reopening.aspx>

County ready to reopen toolkit, including form and signage:

<https://www.emergencyslo.org/en/ready-to-reopen-toolkit.aspx>

**Other resources:**

State of CA Resilience Roadmap: <https://covid19.ca.gov/roadmap/>

SLO County START Guide and other County resources:

<https://www.readyslo.org/en/index.aspx#>

Coraggio Recovery toolkit: <https://coraggiogroup.com/recoverytoolkit/>