

# COVID-19 TOURISM UPDATES



## COVID-19

### *Tourism Industry Update*

Hi Coastal Partners,

We hope you are able to take great care of yourselves as you continue caring for your communities, families, employees, and businesses. OCVA is continuing to work hard during these uncertain times and provide updates to the tourism industry as everyone sorts through the great amount of resources and information being sent out.

On the right you can follow links to see how visitors are currently feeling about traveling. Now and in the future.

The following page has an AMAZING amount of resources put together by Travel Oregon. Please share with anyone who might find it useful. The last page has tips shared with us from Tillamook's Small Business Development Center.

Last week, OCVA had the honor of hosting our DMOs, Chambers, and some guests on a virtual meeting. We left that gathering feeling inspired and extremely proud to be a part of the Oregon Coast. Thank you for all your continued hard work and collaboration.

- The OCVA Team

## RESOURCES

### **Sparkloft Coronavirus Sentiment Report 3/26**

Better understand how the COVID-19 crisis is changing consumer behavior, and how to update strategies and communication plans accordingly

### **Longwoods International - Traveler Sentiment Study**

Consumer sentiment is changing rapidly, check out more info. [here](#).

### **Destination Analysts**

Update on Coronavirus' Impact on American Travel-Week of March 30th

**Training and Development Opportunities:**

[Clatsop County SBDC - Keeping the lights on webinar series](#)

[Oregon Manufacturing Extension Partnership Webinars](#) - a series of free webinars on a variety of topics designed to provide constructive information to manufacturers about successfully managing their businesses now and in the future

[What You Need to Know About Economic Injury Disaster Loans Webinar \(3/31\)](#)

[Social Media 101: Maintaining Your Customers during COVID-19 Webinar \(4/6\)](#)

[Going Online: Digital Sales in the Era of COVID-19 Webinar \(4/13\)](#)

[Startup Sales & Marketing Tips Webinar \(4/20\)](#)

[Getting Kids Excited About Entrepreneurship Webinar \(4/27\)](#)

[Destination International's Weekly COVID-19 Webinar](#)

[Stay Connected to Your Customers Recorded Webinar](#)

**Funding:**

[SBA's Disaster Loan Assistance](#) - Small business guidance & loan resources

[Women's Foundation of Oregon COVID-19 Rapid Response Fund](#) - 501c3 or fiscally sponsored direct service organizations who have shown their commitment to serving women, girls, and their families & communities, and/or are working on issues of gender oppression

[Oregon Community Foundation](#)- Quick response grants to non-profits particularly affected including the Oregon Community Recovery Fund and Oregon Small Business Stabilization Fund

[Rural Business Development Grant \(RBDG\) Program](#) - supports targeted technical assistance, training, and other activities leading to the development or expansion of small and emerging private businesses in rural areas

[Facebook Small Business Grants Program](#) - \$100M in cash grants available for small businesses

[Opportunity Fund's Small Business Relief Fund](#) - for small businesses impacted by COVID-19

MusiCares Fund - The Recording Academy® [COVID-19 Relief Fund](#) - to help our peers in the music community affected by the Coronavirus

[Sweet Relief Musicians Fund](#) - immediate assistance, with a limited amount of funds available to be used specifically for musicians and music industry workers affected by the Coronavirus

[Cerf+](#) - emergency assistance available to established artists working in a craft discipline that meet eligibility requirements

**Culinary & Agritourism:**

[OSU Small Farms & Food Producers Guidance](#)

[Oregon Department of Agriculture](#) – resources to support agriculture-based businesses to protect business operations, employees, and consumers

[Oregon Wine Board COVID19 Toolkit](#) - resources related to Oregon's wine industry

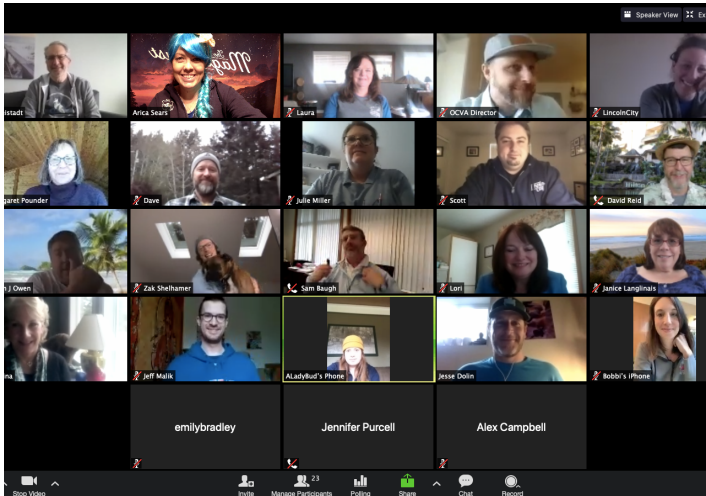
[Food Northwest Coronavirus Resources](#) – Social Distancing in Food Manufacturing, Food Safety & Coronavirus Disease

[MainVest](#), a crowdfunding platform, announced its new Main Street Initiative: a \$2,000, zero-interest, 120-day loan for restaurants or other brick and mortars affected by the shutdown. [Learn more.](#)

National Restaurant Association Educational Foundation's [Restaurant Employee Relief Fund](#)

James Beard Foundation [Food and Beverage Industry Relief Fund](#)

[Save Oregon Restaurants](#) – a local social media campaign to support Oregon restaurants



Coastal DMOs connecting virtually!



Oregon's New COVID-19 Campaign

### Top 10 business tips from SBDC (Tillamook)

1. Don't panic, stay calm, practice self-care.
2. Request forbearance on existing loans and debts. Manage available cash and prioritize expenditures.
3. Assess where your business is at - critical business assets (people, data, operations, inventory, equipment, financial position, insurance and facility).
4. Assess communications – employees, customers, suppliers, media, government. Decide who you need to contact and talk about how you plan to move forward.
5. Assess impact of the disaster – length of disruption, essential services to maintain, workforce, tools and resources available, business continuation plan.
6. Locate available resources through a reputable source. SBDC has a list at [www.Bizcenter.org](http://www.Bizcenter.org).
7. Ask your banker if they have emergency lines of credit available.
8. Reach out to customers to collect accounts receivable.
9. Consider other options for generating revenue.
10. Contact your local SBDC adviser for help organizing your thoughts and planning for the future.

## STAY CONNECTED

To see updates and resources from OCVA please check out our [Industry Website](#) and/or [OCVA's LinkedIn page](#). For any other questions you can reach out to Arica Sears, Destination Management Coordinator, at [icom@thepeoplescoast.com](mailto:icom@thepeoplescoast.com)

Travel Oregon has created an online form to capture recent impacts on destinations and businesses. Please share your immediate needs, as well as any special promotions or inspirational stories happening during this challenging time. Complete the form and submit by March 27 to be included in upcoming content pieces and communication recovery efforts.