



Estes Valley Safe & Strong Recovery Plan

In response to the COVID-19 crisis, the Accelerated Recovery Team (ART) task force has developed and recommends the following Business Recovery & Reopening Plan for the Estes Valley. The ART team is actively working to populate, and update, the guidelines herein for the purpose of representing businesses with State, County and local officials. ART members include: Estes Chamber, Estes Park Economic Development Corporation (EDC), Visit Estes Park (VEP), Estes Area Lodging Association (EALA), Town of Estes Park, Rocky Mountain National Park, and the YMCA of the Rockies.

Goal

To create a unified plan to assist the business community in the recovery of our economy from the COVID-19 crisis while operating in the best interest of the health of the Estes Valley. This Plan is guided by the following:

- State of Colorado “Safer at Home” Public Health Order ([20-28](#))
- Larimer County [7th Public Health Order](#), re: Face Coverings
- Town of Estes Park Face Covering Ordinance ([07-20](#))

This living document is to serve as a guideline to help businesses, and is only a supplement to the orders from Larimer County and the State. The orders must be followed.

Outreach

Extensive engagement of local stakeholders shaped this Plan. Since the end of March, the Estes Chamber, EDC, VEP and EALA have held hundreds of conversations with local businesses, representing retail, lodging, entertainment, food and beverage, professional services, and more. The following is just a sampling of the outreach efforts undertaken by each organization:

- Industry-specific focus groups;
- Thousands of individual calls and emails with businesses;
- Weekly “Business Master Mind” webinar series;
- Multiple surveys of the business community (via EDC and VEP); and
- Participation in webinars and calls with professional trade associations, as well as regional, state and national partner organizations.

Objectives

- Responsible re-entry into the marketplace in the safest and healthiest way.
- Community confidence that business puts safety first for the whole town.
- Establish baseline minimum safety standards for all public places, including, but not limited to:
 - Stay home, except for necessary activities, jobs, and government functions.
 - Per Town ordinance 07-20, face coverings must be worn by everyone in public areas of any business within Estes Park town limits - including employees, vendors and customers. The ordinance is in effect through June 10.
 - The Town's ordinance also requires the use of facial coverings when outdoors in the Commercial Downtown zoning district. Outdoor signage will be deployed this week. The Commercial Downtown zoning district includes Elkhorn Avenue, Moraine Avenue, and side streets including but not limited to MacGregor Avenue, Park Lane, Virginia Avenue, Weist Drive, Cleave Street, West Riverside Drive, Ivy Street, and all parks located downtown including the Riverwalk, Tregent Park, Bond Park, George Hix Riverside Plaza, and outdoor spaces at the Estes Park Visitor Center. View a map of the Commercial Downtown district via www.estes.org/maps.
 - Education around the importance of not touching your face. Personal Protective Equipment (e.g., masks) will not help if you touch your face and most of us are unaware of how often we do it. Wearing PPE may make you more aware of touching your face, until you become used to it.
 - No gatherings over 10 people and 6 feet of social distance should be maintained.
 - Send sick people home if they demonstrate any [symptoms](#). Sick or symptomatic people should self-isolate for 7 days from the onset of symptoms and at least 72 hours after their fever goes away without fever-reducing medication.
 - People at high risk may not be compelled to work.
 - Avoid travel into or out of the community (County) except for essential activities
 - Playgrounds and playground equipment are closed.
 - Grocery stores should allow special shopping hours for at-risk population.
 - Extreme precautions exercised when serving anyone over 65, with chronic lung disease or severe asthma, severe heart conditions, the immunocompromised, pregnant women or anyone determined to be at high risk by a licensed healthcare provider.

Key Messages

In compliance with Larimer County public health orders, these key messages reflect the heart of the business community as it begins a phased reopening:

- We are Estes Park! Together we will keep the town safe and healthy as we restart the economy for the sake of every resident, employee, employer and visitor.
- We encourage at-risk individuals to continue to stay home and we are working hard with the business community to facilitate delivery services to you.
- We do not have data to determine how many businesses can sustain a continued shutdown, but focus group conversations led by the Estes Chamber yield primary feedback indicating another 30 days will lead to significant hardship and even shutdown of 30-50% of our main street economy.
- The prolonged disruption of business in the Estes Park region will result in a significant loss of income to families who may have no other means to support themselves.

With the agreement the ART members, we will initiate the following plan to gather business recovery recommendations for the Estes Valley.

Advocacy

- ✓ ... with county **health officials** to provide specific recommendations, talking points, signs and educational materials on:
 - How to [spot signs and symptoms of infection](#).
 - How to [safely reopen and business or facility](#).
- ✓ ...with the **Town of Estes Park and VEP** to create a communication campaign that aligns our collective conversation regarding the safety and wellbeing of the community, including:
 - VEP guest communications announcing and supporting our safety standards leading with the message, “We’re happy to have you in Estes Park!” after travel restrictions are lifted.
 - A social campaign telling *Why I love Estes Park* through Facebook LIVE and recorded video interviews with our town’s best customers including a “masks are cool” message.
 - 1,100 face coverings purchased by Visit Estes Park for distribution to be distributed to business owners and employees; and 1,000 face coverings to be [available](#) for those riding local public transit.
 - Messaging on the Town’s large messaging signs referring to both the “Safer at Home” and [face covering/mask requirement](#). The Town is also offering printable flyers/signage at www.estes.org/covid-19, and printed copies in the western vestibule entrance to Town Hall/Police Department, 170 MacGregor Ave. Materials are available in English and Spanish. Outdoor signage will be deployed the week of May 4.
 - Volunteer posse/community service officers to assist with crowd control and compliance.
 - Lane allocation diverted from car to foot and bike traffic.
 - Outdoor *open container* zones for food and beverage consumption.
 - Active and timely communication regarding additional State, County and/ or Town public health orders that impact business.

Risk Mitigation Planning

This is a collection of health risk mitigation efforts and concerns under discussion in industry focus groups hosted by the Chamber and gathered through feedback from EALA, the EDC and VEP. VEP is surveying the business community about mitigation plans and the results of that survey will be shared the week of May 4. These measures are suggested **in addition to** the State, County and Town orders/ordinances referenced above as well as the [Larimer County Guidance for the Safer at Home Phase](#).

On behalf of the business community at large when travel restrictions are lifted, this team will create friendly, graphic signage and talking points for businesses to use in addition to health and safety [signage](#) provided by the County Health Department:

- Leading with the message, “We’re happy to have you in Estes Park!”
- Free masks are available in town. Required indoors and outdoors within 6 feet.
- Please touch only what you plan to purchase!
- Hey, we know you are unique, but let’s work together to follow our flow of traffic.
- If you purchased food, please enjoy it outside!
- Get FASTER service by ordering online.

Assistance with employee education

- This checklist for [Social Distancing Protocol](#)
- [Guidance on how to spot signs and symptoms](#); availability of testing kits.
- Relaying town, Chamber, VEP and EDC communications on safety standards. One voice.
- [Psychological safety](#) for people to communicate with non-compliant customers.
- Local articles reinforcing our commitment to safety to build trust with the community.

Retail (curbside only as of 4-27-2020 per State guidance)

In addition to [CDC Guidelines on Cleaning and Disinfecting your Facility](#), the following mitigation efforts are strongly encouraged:

- Point of sale alterations
 - Taped spacing for lines forming at registers
 - Plexiglass screens at the registers, or use of [EMS safety glasses](#).
 - Hand sanitizer on counters
 - Disposable gloves for those in client transactions
 - Provide private appointment shopping
 - Wrapping high-touch items (like soaps)
- Store traffic and capacity
 - Limit multiple entries to design a single flow of traffic
 - Open bathrooms to public to encourage hand washing (signs)
 - Limit access to five people per 1,000 feet
 - Guidance on the use of fitting rooms.
- Additional sanitation

- Clean counters and door handles regularly
- Fun masks and hand gloves for employees
- Daily cleansing of the store (a store that smells clean increases consumer confidence)

Lodging (updated to include clarification provided by the State on May 1)

From April 27 – May 31, the new orders allow a guest occupancy of 50% in multi-unity lodging facilities and groups of up to eight in single-unit accommodations in compliance with updated [County orders](#). The Town received clarification from the State on May 1 that the intent of the most recent State Public Health Order was to prohibit the operation of short-term vacation rentals.

While the Safer at Home order allows for non-essential travel within the county, lodging owners are not prohibited from taking reservations from outside the county. In addition to [CDC Guidelines on Cleaning and Disinfecting your Facility](#), the following mitigation efforts are strongly encouraged:

- Booking and check-in/out online or through a window
- Deep cleaning every room on checkout according to CDC guidelines, but no cleaning during the stay. A 24-hour turnaround before a new guest can occupy the room is recommended but not mandatory.
- Food & Beverage served by room service only. Supply [Takeout & Delivery information](#). No food in common areas; cookies may be distributed individually wrapped. [Every restaurant with a license is listed on the VEP site.](#)

Restaurant, F&B (takeout and delivery only as of 4-26-2020 per State guidance)

In addition to [CDC Guidelines on Cleaning and Disinfecting your Facility](#), the following mitigation efforts are strongly encouraged:

- Takeout/pickup operations
 - Adequate parking.
 - Coordination with the Town's Parking & Transit Division for when additional support is needed for curbside pick-up/loading zone access in the downtown area.
 - Plexiglass screens at takeout registers, or use of [EMS safety glasses](#).
 - To-go orders fulfilled curbside to prevent exposure to indoor customers.
- In-house restaurant concerns
 - Abide by State, County and Local modified restrictions for seating.
 - Reservations only. No walk ins. No waiting. Seating notifications by text message.
 - Masks required to enter but not while dining.
 - Admit families in parties of five or fewer. A family unit of five counts as one unit for social distancing purposes but also counts toward the # of persons allowable per square foot.
 - Minimize server time at table by having menus at the table, reducing # of visits.

- Provide open outdoor seating with six- foot spacing. Note that there is currently no guidance on outdoor seating; as long the tables/groups are six feet apart, its permissible.

This plan is living document. To influence future version of this plan, direct your collaborative ideas and solutions to [The Estes Chamber of Commerce](#) or the [Estes Park EDC](#).