



Rapid Response Recovery Team

Tourism & Small Businesses

Summary
May 15, 2020

FINGER LAKES VISITORS CONNECTION –
ONTARIO COUNTY

#Stronger Together ---

Or

how are we going to make sure that we aren't running around like chickens with our heads cut off, duplicating efforts and accentuating our frustrations?

Or

Let's get back to #Stronger Together

VALERIE KNOBLAUCH!

Our Goal: Create a Recovery ToolKit

Toolkit is DIGITAL and CONTAINS

To Aggregate, Curate – Interpret and Simplify all the advisements that are coming down to make them easier to understand, accessible for the Good of the Whole. Put them in relevant sub-sectors of tourism and hospitality and small business

Templates for a Safe Reopening

- What needs to be approved, how, etc.
- Employer Obligations
- Customer perceptions

An Idea Bank of Creative solutions to meet requirements to reopen – i.e.

- Where do I get XYZ
- How do I clean XYZ
- How are other “gyms” “hotels” “restaurants” doing it?

The Rapid, Response, Recover Team – Thanks to the 100 plus contributors/thought leaders

- My original self-serving need: Valerie to provide input to the Economic Development Team to Reopen Ontario
- Recognizing I've been around a while but to speak for all of you, I needed all of your brain trusts, etc. Valerie to focus on small businesses and obviously tourism and hospitality
- What are the needs help in small businesses that our not tourism and hearing similar concerns and desires joined up with: HELP!
 - Kathy Rayburn, Victor Local Development Corporation
 - Denise Chaapel, Canandaigua Business Improvement District

The Team – Positive Community Spread for Tourism and Small Businesses

Spread to “more” than Ontario County – Strength in regionalization, Plus regionalization required

Wayne County Tourism

Yates County Tourism (Chamber)

Livingston County Tourism (Chamber)

Cayuga County Tourism

Business representatives of all the above – plus – Monroe, Seneca, Schuyler,

Need for Resource Experts – Who can help with the Nuances of each segment

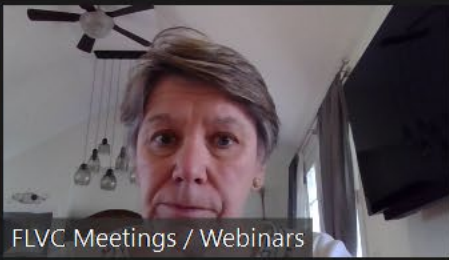
Too much information to sift through

Segments developed for common resource and needs input

Assembling valuable resources and experts in certain areas



Melissa - FLVC



FLVC Meetings / Webinars



Todd



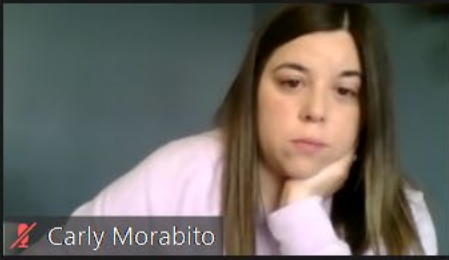
Casey Kunes



Christen Smith (FLVC)



Barbie Kuehne



Carly Morabito



Lori Proper



Karen Kuhl



Melanie-Pick'n Patch ...



tracey



Julie Maslyn



Lisa FitzGerald-FitzGe...



Denise Chaapel Canand...



Cindy Harris



Tracey Dello Stritto



David (FLVC)

T From tracey to Me

I could go through CRM and tag everyone quickly. Would help me learn who everyone is as well! Th...

Julie Maslyn

stephani

Rapid Recovery Response Team Resource Central

[VisitFingerLakes.com/reopen](https://www.visitfingerlakes.com/reopen)

A Quick Pivot – Away from our own template to NY FORWARD and the State's reopening form.

Check under Sample Reopening Plans: NY Forward

More to Come! So Much Change, So Little Time!

Opened, Closed, Essential, Partially Essential? Phase WHAT?

A Step Back – Before we go forward ---

Stay at home order extended until June 6

What does open mean?

Opened, Closed, Essential, Partially Essential? Phase WHAT?

Guidance has changed for currently-operating essential businesses that aren't part of the phase one industries. They do not (yet) have to certify their business safety plan online. They should still create and implement a safety plan (see the attached template). When the re-opening phase occurs for their full industry then industry-specific guidelines will be posted online that they will then need to affirm. See the updated FAQ below:

My industry is not included in the newly posted Guidance, but my business, or certain parts of my business functions were “essential” under ESD’s Essential Business Guidance. Am I permitted to continue operating?

Answer: Yes, if your business or business function is currently “essential” under ESD’s Essential Business Guidance, you may continue to operate. Please continue to regularly check the [New York Forward](#) site for guidance that is applicable to your business or certain parts of your business functions. Once guidance is posted that is applicable, you should read and affirm that you are operating in accordance with the health and safety requirements designed to protect your employees and customers.

What I've learned...

If I were you, the business owner ...

One Step at a time

1. Visit the Resource Library – you are not alone
 - VisitFingerLakes.com/reopen
2. Fill (internal) out the NY Forward Safely Reopening Document
3. Use the FLVC Ideas Help Document which will align with this.
 - This help document will have special considerations for the tourism industry. i.e. signage, children, seniors, first impressions, training
4. Double check to see if the state has specific guidance for your segment. (i.e. check on the state site and also recheck on the Industry Segments Section on VisitFingerLakes.com)
 - NYS Fishing Guidelines as an example
5. When Ready to be Open (phase) – Business Affirmation Form “sign off form”

Steps - Next

6. Stay up to date through networking, emails, and educational efforts

- This is a take care of yourself, please -- we don't want to inadvertently lose you or your interest - but there's a lot of balls in the air!

7. Feeding information in - and participating in cooperative quality controls

8. Reconnect with your Customers -- Marketing, Policies, etc.

9. Other ?????? You tell me!

The Five R's

1. Reopen

2. Reimagine

3. Reinvent – rework

4. Reopen

5. Recover

Needs and Support

Updated Information

- For one month, we're going to hold a weekly zoom call to articulate what updates we have learned since last week.
- This will be a standardized time – Tuesday, a.m. 8:45
- By Wednesday a.m. - Use that as a standardized website check-in time.

Resources and More Good Ideas

- The Development of a Resource Bank

Education and Training

- Educational Webinars – We know that there are certain needs
 - Employee Training, for example (May 20)
 - Public Health or Employees

Hope and Reality

- Don't forget FLXToGO – what we can do now to stay connected.
- Visitor Sentiment and Marketing

5 Weeks ago



Now



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