



Coronavirus Toolkit

For members of the Jefferson Parish hospitality industry

The Jefferson Convention & Visitors Bureau, Inc. (JCVB) is monitoring the information relevant to the Coronavirus (“COVID-19”). As information becomes available from local and state health department officials we will share with you.

With reported cases of COVID-19 in Louisiana we want to provide you with the latest updates on precautionary guidelines that we should all be taking to alleviate heightened concerns. Below, you will find resources to help you communicate with your customers and guests to alleviate any concerns.

As part of these efforts, we ask that you [please take a minute to tell us](#) what extra steps you are taking to protect your property from the spread of the Coronavirus or flu, outside of normal operating procedures. The CDC suggests taking measures such as increasing the frequency of wiping down surfaces or providing hand sanitizer in common areas for guests to use as they choose to. Your feedback is critical as we strive to alleviate visitor, customer and employee concerns.

We are monitoring how upcoming conference, trade shows and events are being impacted and are helping planners prepare for and respond to attendee and stakeholder concerns. At this time, no federal restrictions are in place to prevent meetings and travel within the United States. The Meetings Mean Business Coalition is [encouraging continued participation in meetings and travel in the U.S.](#)

We will continue to update statements from our local partners including the Louis Armstrong New Orleans International Airport, Port of New Orleans as well as national sports and meetings associations, and national health and travel organizations as needed.

Suggested Talking Points

- We are monitoring health experts daily reporting and recommendations and relaying what they are telling us to our members and visitors.
- According to health experts, there is no reason to cancel travel or events in the U.S.
- Right now, there is no official guidance that people need to reconsider travel or attending events or meetings in the U.S.

- We have provided a toolkit on our website so that our members, visitors and residents can access this information and more so that everyone can make informed decisions based on facts, not fear.
- In our toolkit the CDC and other health experts offer best practices to help defend against the spread of coronavirus. Steps our hotels have taken range from providing extra sanitizer stations at entrances and exits, using peroxide based multi-surface cleaner for all public spaces and guest rooms and reminding team members to wash their hands frequently.
- This is a fluid situation and we are monitoring it constantly to ensure that we're providing our members, visitors and residents the most current information so that they can stay safe and make informed decisions.

Letter Templates

Feel free to use this prepared verbiage for visitors and event planners.

[Leisure Visitors](#)
[Group Event Planners](#)

Expert Resources

Please use the following resource page with expert resources – including the CDC and WHO to share with any concerned customers or guests.

[View Resources](#)

24/7 CDC Hotline

Businesses, hospitals, universities and anyone else looking for a direct line to the CDC can contact the 24/7 hotline at [770-488-7100](tel:770-488-7100) or by submitting the form below.

[Contact CDC Form](#)

Small Business Administration (SBA)

Helpful news from the Small Business Administration (SBA). President Trump announced that the SBA will provide disaster assistance loans for small businesses impacted by coronavirus.

SBA's Economic Injury Disaster Loans offer up to \$2 million in assistance for a small business. These loans can provide vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing.

Process for Accessing SBA's Coronavirus (COVID-19) Disaster Relief Lending

- The U.S. Small Business Administration is offering designated states and territories low-interest federal disaster loans for working capital to small businesses suffering substantial economic injury as a result of the Coronavirus (COVID-19). Upon a request received from a state's or territory's Governor, SBA will issue under its own

authority, as provided by the Coronavirus Preparedness and Response Supplemental Appropriations Act that was recently signed by the President, an Economic Injury Disaster Loan declaration.

- Any such Economic Injury Disaster Loan assistance declaration issued by the SBA makes loans available to small businesses and private, non-profit organizations in designated areas of a state or territory to help alleviate economic injury caused by the Coronavirus (COVID-19).
- SBA's Office of Disaster Assistance will coordinate with the state's or territory's Governor to submit the request for Economic Injury Disaster Loan assistance.
- Once a declaration is made for designated areas within a state, the information on the application process for Economic Injury Disaster Loan assistance will be made available to all affected communities.
- These loans may be used to pay fixed debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact. The interest rate is 3.75% for small businesses without credit available elsewhere; businesses with credit available elsewhere are not eligible. The interest rate for non-profits is 2.75%.
- SBA offers loans with long-term repayments in order to keep payments affordable, up to a maximum of 30 years. Terms are determined on a case-by-case basis, based upon each borrower's ability to repay.

Contact Us

Contact the Jefferson Convention & Visitors Bureau, Inc. (JCVB) directly should you have any industry-specific questions or concerns.

[Contact Us](#)