

# BAY COUNTY SAFETY PLAN

# STAY **PCB** CURRENT

## BAY COUNTY PLAN FOR OPENING SHORT-TERM RENTALS | MAY 19, 2020

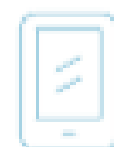
The Bay County Plan for Opening Short-Term Rentals was developed using guidance from the Florida Department of Business and Professional Regulation, the Vacation Rental Management Association, and the Vacation Rental Hospitality Professionals, with input from Vacation Rental Management companies operating in Bay County. These guidelines seek to establish an industry wide best practice to ensure guest safety. The County recognizes the importance of keeping residents and visitors safe, and as such we would expect the following conditions to be required to reopen short term rentals.

### VACATION RENTAL RESERVATIONS



- Vacation rentals reservations and stays will be allowed from all U.S. states with a COVID-19 Case Rate less than 500 cases/100K residents as of May 14, 2020.
- Vacation rental reservations, from areas identified by Governor DeSantis as high risk, through Executive Orders, must be for periods longer than the quarantine period established in that Order. Guests occupying those vacation rentals must adhere to the quarantine restrictions or be subject to established criminal and civil penalties.

### BEST PRACTICES



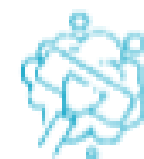
- Use mobile platforms for customer service and communication with guests, including the acceptance of payments by mobile or electronic methods.
- Minimize direct guest contact with property owners or managers through remote check-in and check-out procedures.
- Post signage or other notices regarding the cleaning practices that are completed prior to each guest stay.
- Display signage or notices to guests in the rental property to frequently remind guests to take steps to prevent the spread of COVID-19, including the wiping and sanitation of touched surfaces.

### PRODUCTS, CLEANING AGENTS, AND EQUIPMENT



- Cleaning personnel and vacation rental staff should use cleaning products in line with the EPA's list of products with "Emerging Viral Pathogens AND Human Coronavirus claims for use against SARS-CoV-2."
- Disinfecting procedures should allow for required dwell time to kill the viruses and microbes.
- Disinfectant products should be used on all major surfaces.

### CLEANING AND INSPECTIONS

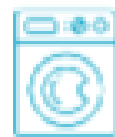


- Maintain adequate time between the conclusion of a guest stay and the check-in of the next guest stay for appropriate cleaning and sanitation.
- Clean and disinfect all frequently-touched surfaces in the property between each guest stay.
- Wash all linens, dishware, and other service items available for use by guests between each guest rental.
- Provide sufficient soap and surface sanitation supplies for guests to utilize in the vacation rental property during the guest's rental period.



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### SOFT SURFACES AND UPHOLSTERY



- A pressurized pump sprayer should be used to distribute a sanitizing product across all soft surfaces.
- Dirty linens and bedding should be handled and sanitized in such a way as to safeguard cleaning staff and prevent the spread of viruses and germs.
- Linens and bedding should be professionally laundered for proper cleaning.
- Cleaning personnel and vacation rental staff should remove gloves, use hand sanitizer and put on fresh gloves after handling dirty linens.
- Blankets/comforters should be removed for laundering and replaced with a freshly washed item, or covered with a freshly washed duvet cover as an alternative.

### TRASH REMOVAL



- For both inside and outside trash gathering, gloves and masks should be worn at all times.
- Disinfectant should be used on the trash barrel, and a fresh liner or bag should be used inside the barrel or bin.

### MAINTENANCE



- All guests should vacate property before maintenance staff enters.
- Technicians should wear gloves and masks at all times, and dispose of those properly after exiting. Staff entering a property less than 18 hours after guests have vacated should wear splash goggles.

### OWNER AND GUEST POLICIES

- Extra throw blankets, decorative pillows or other soft objects should be put away until further notice.

### COMMON AREAS - LOBBIES, POOL DECKS, ELEVATORS, ETC

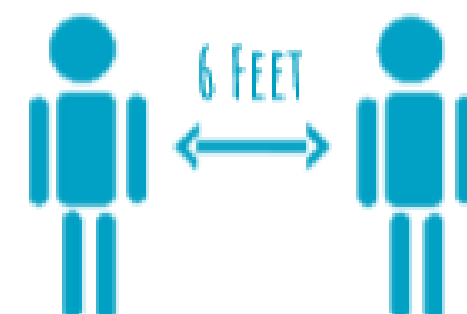


- Ensure adequate safety protocols are in place and publicly displayed, in line with CDC guidance, regarding shared or multi-residence amenities such as pools, gyms, and other communal spaces.
- Lobby areas should be monitored and disinfected throughout the day.
- Hand Sanitizer should be provided in all common areas, including lobbies, pool decks and elevators.
- Elevators should be disinfected throughout the day.
- Pool furniture should be spaced to encourage social distancing (6ft apart).
- Pool furniture should be disinfected between each use.

### STAFFING STANDARDS AND GUIDELINES

Vacation Rental Management Companies shall strive at all times to adhere to the following guidelines:

1. Social Distancing
  - a. Encourage associates to maintain a safe distance (at least 6 feet) and not to gather in groups of larger than 10 people.
  - b. Stagger arrival times to prevent congregating.
  - c. Limit access to break areas and look for areas where staff can spread out for breaks. Allow staff to eat their meals in their assigned areas, where possible.



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### STAFFING STANDARDS AND GUIDELINES CONT.

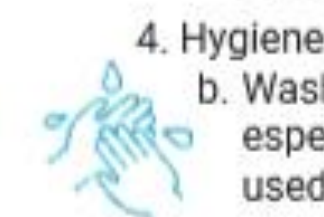
2. Masks, gloves and other personal protection equipment



- a. Masks and gloves should be worn by all employees who interact with the public, unless a physical barrier such as a Plexiglas barrier separates the staff member from the guest is present. Appropriate cleaning supplies will be provided to clean their work areas and stations.

3. Wellness Checks

- a. All staff members should receive a wellness check upon arrival to work. The wellness check, at a minimum, will consist of a temperature check.



4. Hygiene

- b. Wash/sanitize your hands frequently especially after touching frequently used items or surfaces.

- c. Avoid touching your face.
- d. Sneeze or cough into a tissue or inside your elbow.
- e. Disinfect your work area frequently throughout a shift and before/after a shift if it is a shared space.
- f. Individual hand sanitizers will be provided to employees for their assigned work area and for staff members who move through the property and/or community.

5. Mandatory Training

- a. All staff members will be required to train on and adhere to the minimum standards established by this plan.



PANAMA CITY BEACH | WELCOME BACK PLAN

PCB COVID RESPONSE | WE ADAPTED

MARCH 16TH — ONGOING

MARCH 29TH — ONGOING

APRIL 7TH — APRIL 24TH

MAY 3RD — MAY 9TH

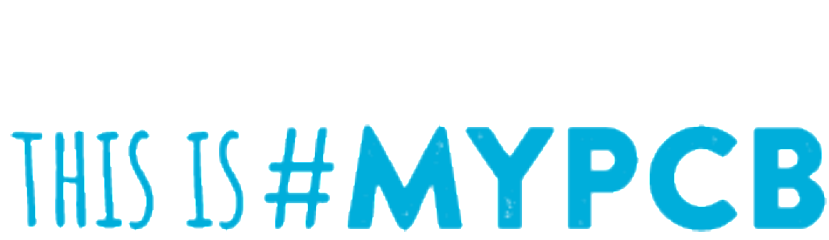
MAY 18TH — MAY 29TH



Provides information updates on the evolution of the COVID -19 situation in the Bay County Area



Compiles a list of local restaurants open for business that are offering take-out or delivery



Encourages visitors to share their memories and positive sentiment of PCB



Encourages PCB advocates to recreate their Favorite PCB Memory at home



Encourages locals to share their beach experiences with tourists and keep the destination top of mind.



## SITUATION | TIME TO THINK FORWARD

- PERCEPTION OF SAFETY WILL BE KEY IN VISITORS' CHOICES OF BOTH THE TYPES OF TRAVEL AND THE DESTINATIONS
  - The level of personal concern among travelers age 18-34 has increased from 56% to 63% due to feelings of vulnerability about COVID-19
  - The age groups of 35-49 and 50-64 are indicating a greater likelihood of traveling domestically in the next six months
  - 56% of people are waiting for clear indications that the number of cases is going/has gone down before returning to their pre-pandemic activities
- ECONOMIC FACTORS WILL ULTIMATELY DRIVE THE PROPENSITY TO SPEND AMONG TRAVELERS
  - 66% of people feel financially prepared to deal with COVID-19, yet 91% are worried that the pandemic will hurt the financial situation
  - Economists say the U.S. unemployment rate is now 13%, the worst since the Great Depression
- PENT-UP DEMAND MAY ULTIMATELY SUPERSEDE THE OTHER TWO FACTORS, ESPECIALLY FOR IMMEDIATE DRIVE-MARKET TRAVEL
  - 35% of people said they will travel within the country after the travel ban is lifted
  - 42% of people age 35-49 are more likely to take a domestic leisure trip, followed by the 50-64 age group



## CREATIVE CONCEPT | **THE BEACH BRINGS US BACK**

After a long break, **THE BEACH ALWAYS BRING US BACK** is a call for visitors to reunite with their paradise. They miss more than the sugar-white sands and turquoise waters — they miss the destination where some of their fondest memories were made.



# AUDIENCE MINDSET | WHAT’S COMING

AS THINGS START TO RETURN TO NORMAL, WE NEED TO ALIGN EFFORTS WITH VISITORS CONFIDENCE AND MINDSET

GO STATE	SET STATE	CAUTIONARY STATE
<p>Mindset: Traveling at a normal cadence</p> <p>Motivators: Resuming normal travel plans</p> <p>Goal: Encourage visitation</p>	<p>Mindset: Excited and making initial travel plans</p> <p>Motivators: Adapting and proactively seeking escape</p> <p>Goal: Increase consideration and visitation</p>	<p>Mindset: Social distancing reduction and potential financial impacts</p> <p>Motivators: Returning to normal daily routines with renewed caution and experimenting with future travel plan</p> <p>Goal: Remain top of mind</p>



## MARKETS | **FOCUS STARTS IN DRIVING MARKETS**

- Tallahassee
- Dothan
- Huntsville
- Birmingham
- Atlanta
- Montgomery
- Columbus, GA
- Orlando

\*Monitor these markets as it is a covid-19 hot spot

- Nashville\*
- Mobile\*
- New Orleans\*

## MARKETS | MONITOR MARKET INDICATORS TO DETERMINE HOW WE PLAN

- Audience segment density by market, with focus on percent share of segments more likely or willing to travel
- Number of confirmed COVID-19 cases by market (monitor every two weeks)
- Site activity, especially pages associated with planning your trip (monitor every two weeks)
- Growth of mobile users traveling longer distances from home, and timing of shelter-in-place orders being lifted (monitor every two weeks)
- Unemployment rate month-over-month for 2020, with 2019 comparison — proxy for economic activity (monthly)
- Key Data to evaluate booking and cancelation data over a 30- and 60-day periods.

## PHASE 1 | ACTION PLAN

- Test CTA “Plan Ahead” and “Plan now” creative messaging in limited markets – markets that show signs of being in a “GO” or “SET” mindset.
- Update “Stay PCB Current” to answer questions from visitors about conditions in destination in own channels. (social)
- **Flight:** On/Off Surges – Pause and evaluate community response, be prepared to turn off if there are spikes in outbreaks.
- Timing recommendation: 2 weeks on, 1 week off, 2 weeks on
- **Geo - Targeting:** Key Drive Markets excluding those that are hot spots (New Orleans, Mobile, Nashville etc.).  
Luckie to monitor bi-weekly indicators so we can adjust accordingly.
- **Audience Targeting:** A25-54 with travel intent & beach interest (broader audience focusing on those ready to plan and travel)



## PHASE 1 | MEDIA TACTICS

**Welcome Back Phase 1.A – ready upon approval through end of June.**

- Static Display
- Pre-Roll

**Welcome Back Phase 1.B TBD.**

*\*\*Refreshed assets*

- Static Display
- Pre-Roll
- Paid Social – Facebook/Instagram
- Static Native

## PHASE 2 | ACTION PLAN

- Expand *Plan Ahead/Plan Now* creative messaging in *more or all* drive markets and additional media tactics
- **Timing:** TBD
- **Media:**
  - OOH in drive markets
  - Pandora brand station (display and video ads)
  - Display, pre-roll, native
    - Expand media partners (YouTube, Adara, Sojern, etc.)
  - Paid social
  - Digital audience targeting: A25-54 showing travel intent & beach interest

## PHASE 3 | ACTION PLAN

- Return to *Make It Yours* messaging in *all* markets
- **Timing:** TBD
- Media:
  - Custom content partnerships (Thrillist, BuzzFeed, Momtastic, Travel Mindset, Expedia, Undertone)
  - Pandora brand station
  - Display, pre-roll, native
  - Paid social
  - TV/OTT
  - Streaming audio (iHeart)
  - Pandora sponsored listening
  - Digital audience targeting return to regular audience segments (couples, families, etc.)



THANK YOU