

# LunchChat

Connect. Inform. Help.



## Restoring Consumer Confidence: Clean Hands Open Doors

June 4, 2020

Hosted by Rockford Area Convention & Visitors Bureau

“We stand with the black community and condemn Racism.

The Rockford region is a resilient place, but not one without faults. We are encouraged by recent peaceful protest as a demonstration and stand against racism.

We understand the sensitivity to these matters, and we come alongside and support the voices of those focused on equality and a desire to become a place that provides equitable justice and celebrates, includes and respects the diversity of our residents and visitors.

As a community, let us strive to showcase love, acceptance, respect and appreciation for our black community and small business owners who help to make our region vibrant. And may we always be a place that makes space for voices to be heard.”







Illinois' Rockford Region



# Today's Partners



**BURPEE MUSEUM**  
OF NATURAL HISTORY



Winnebago County

**Health Department**

**TaylorMade**

# Today's LunchChat Host



**John Groh**

President & CEO  
Rockford Area Convention  
& Visitors Bureau



# LunchChat Panelists



**Anne Weerda**

Executive Director & Co-Chair  
**Burpee Museum**  
City of Rockford's Tourism  
Recovery Task Force



**Andra Taylor**

CEO  
**TaylorMade Global**



**Dr. Sandra Martell**

Public Health Administrator  
Winnebago County Health Department

**Connect. Inform. Help.**

**[UnitedWayRRV.org/covid-19](https://UnitedWayRRV.org/covid-19)**

**OR**

**Text TOGETHER to 40403**





# BURPEE MUSEUM OF NATURAL HISTORY

## Anne Weerda

Executive Director

Rockford Rebounding Working Groups  
Consumer Confidence  
Clean Hands Open Doors Mission & Purpose



# Rebounding Rockford Working Groups

## The Mayor's Expectations for Tourism and Hospitality

- Report in real time and pass along recommendations or questions after each meeting
- Help the industry be ready to **open safely, responsibly and sustainably:**
- Help The City secure as much federal/state aid as possible for the sector
- Build off our cultural momentum; protect what's unique about Rockford (e.g. attractions, events, etc.)
- Retain/grow Rockford's position as a sports tourism destination

# Rebounding Rockford Working Groups

Co Chair: John  
Groh, RACVB

Co Chair Anne  
Weerda, Burpee  
Museum

Wester Wuori, City  
of Rockford

Ald. Beach, City of  
Rockford

Troy Flynn, SMG

Al Castrogiovanni,  
Giovanni's and  
Legacy

Dave Anderson,  
Spring Creek  
Partners

Fred DeLaRosa,  
Embassy Suites

Louis Mateus,  
Rockford Park  
District

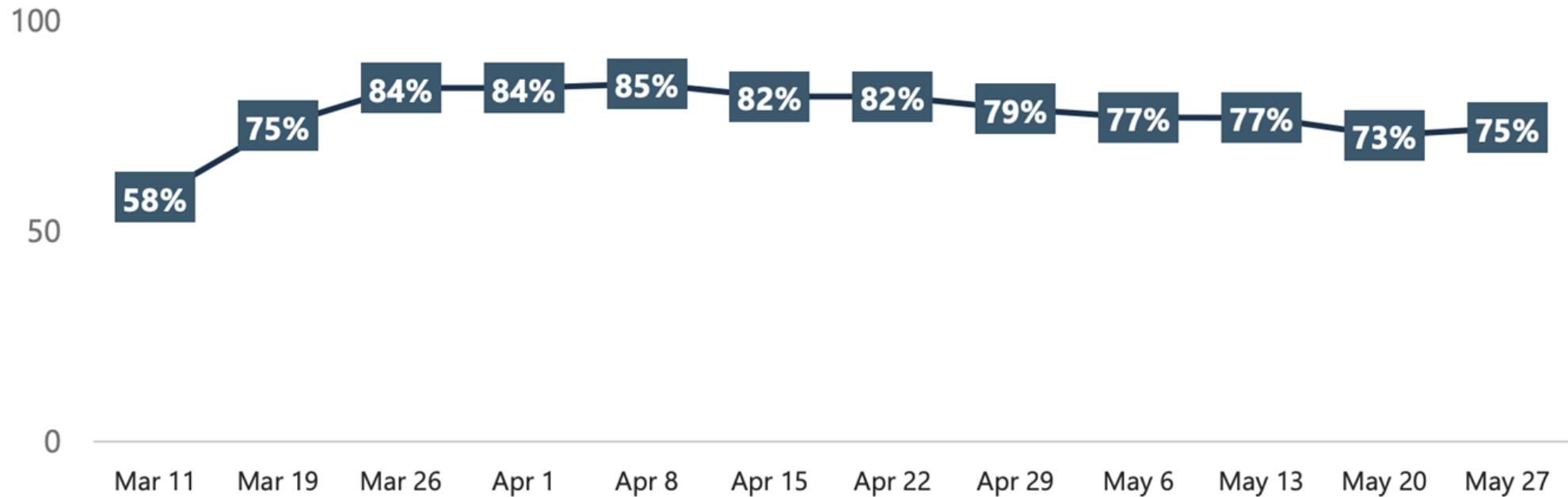
Marcus Bacon,  
Radisson

Michelle Lamay,  
Franchesco's

Sarah Wolf,  
Discovery Center

Vickie Fogel,  
Event planner

## Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison

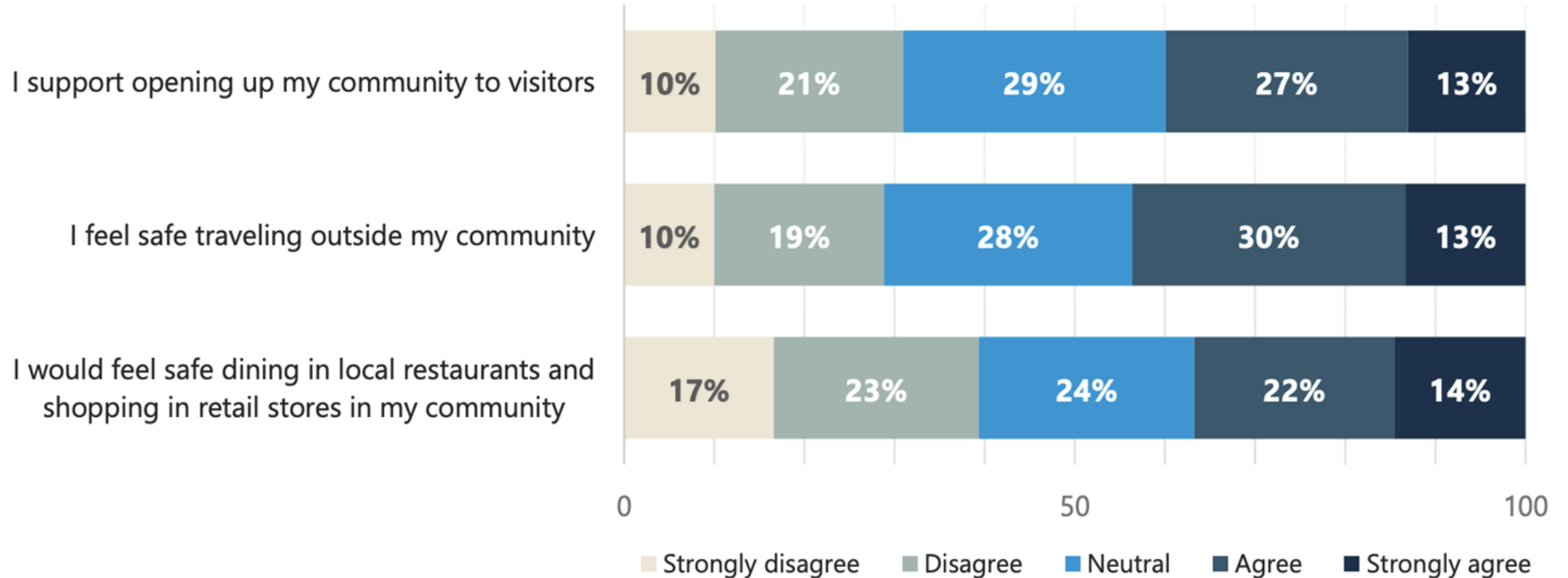




## First Trip Travelers Will Take in the Next Six Weeks - Comparison



## Perceptions of Safety and Travel







# Employee and Guest Protection

- Access to best practices in reducing COVID-19 related risks
- Shared resources and practices

**The committee wants to share best practices.**

Rebounding with structures and resources for businesses will help our region work together with common goals and strategies. This is critical for the safety of our community during this transition time.

# Consumer Confidence

According to SMARInsights, **85%** of consumers say that **knowing the cleaning and sanitizing** protocols for a city and its establishments would make them **more comfortable**.

According to the most recent Longwoods International tracking study of American travelers (May 2020), almost half (48%) of American travelers are planning their first trip since the pandemic struck the U.S. between now and the July 4<sup>th</sup> holiday weekend. The most popular trip planned during this time frame is a car trip of less than 200 miles to visit family and friends, chosen by 15% of travelers. Half (52%) of American travelers do not plan to travel before the 4<sup>th</sup> of July holiday.

# Consumer Confidence

**As of Mid May 2020**

- Only 31% of Americans are comfortable dining in local restaurants.
- 49% of Americans are not comfortable dining and shopping locally.
- When asked how they felt about travel outside their home community, 35% said they would be comfortable doing so, while 40% would not.

*(Source: Longwoods International COVID-19 and Travel Sentiment Study- Wave 10)*



# Business Resources

- Shared tools including signs, graphics, and other assets
- Communication pipeline between businesses
- Common practices across multiple businesses



*Rockford, Illinois*



*Belvidere, Illinois*



*Illinois' Rockford Region*



*Freeport, Illinois*



*Loves Park, Illinois*

Clean Hands, Open Doors.

Take the Pledge   Who's In

Take the Pledge

[www.rockfordcleanhands.com](http://www.rockfordcleanhands.com)

-Thank You-

**Anne Weerda**

Executive Director

**BURPEE MUSEUM**  
OF NATURAL HISTORY





**WINNEBAGO COUNTY**  
— ILLINOIS —



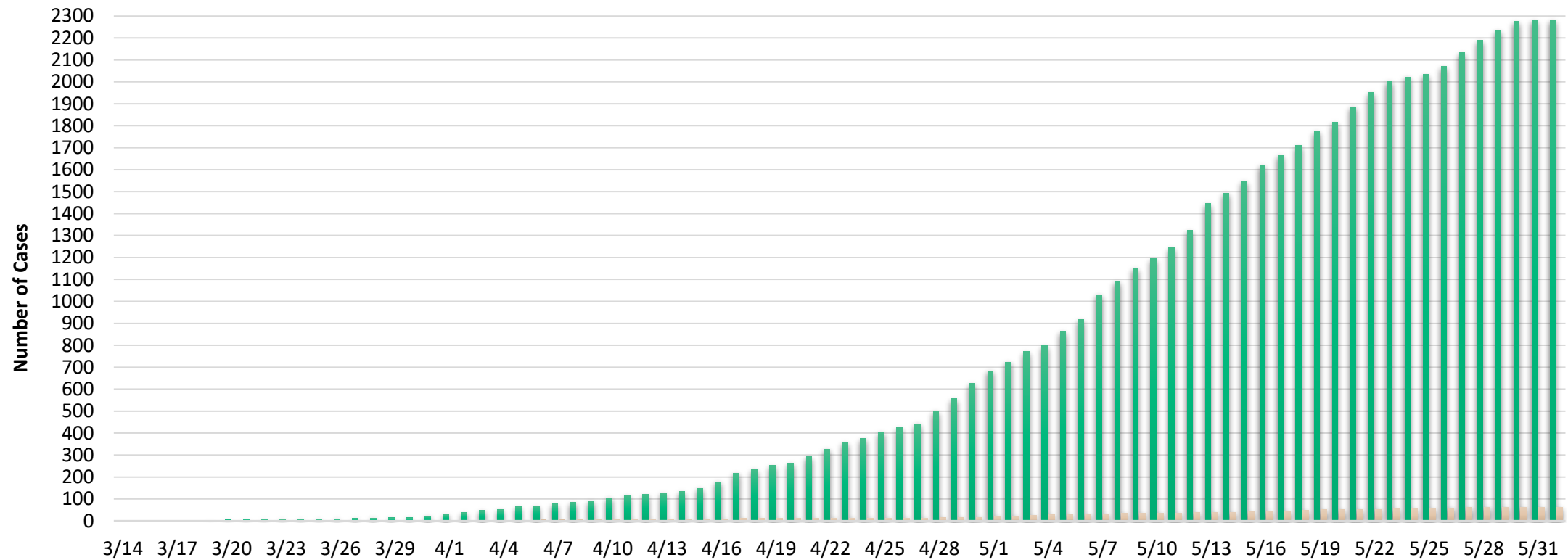
# Dr. Sandra Martell

Public Health Administrator

Updates from the county  
Clean Hands Open Doors Seven  
Commitment Areas

# Co-Existing with COVID-19

Cumulative COVID-19 Cases\* and Deaths\*: Winnebago County



\*Note: Data are provisional as of 6/1/2020 and are subject to change.  
Cases graphed by date of test result.  
Deaths graphed by date of death.

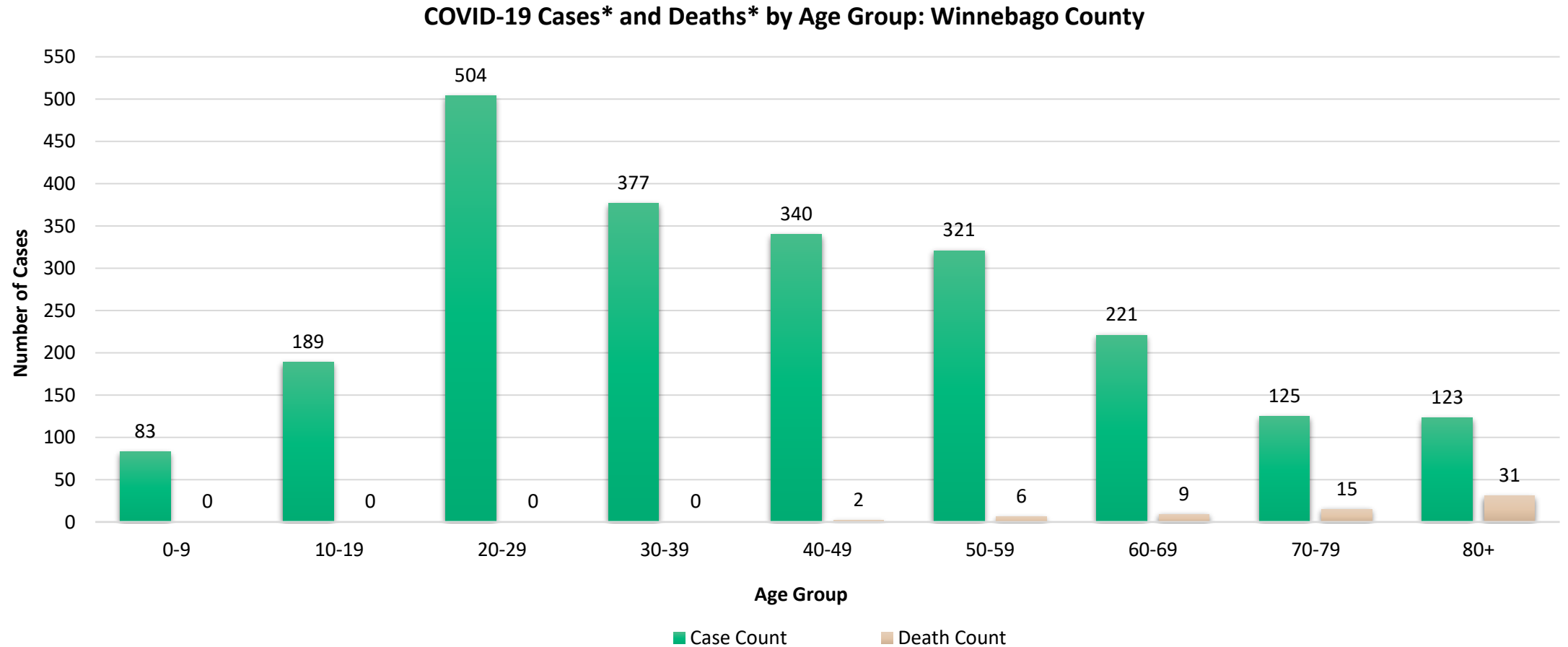
Date\*  
■ Cases ■ Deaths



Winnebago County

Health Department

# Cases by Age – Workforce and Consumers



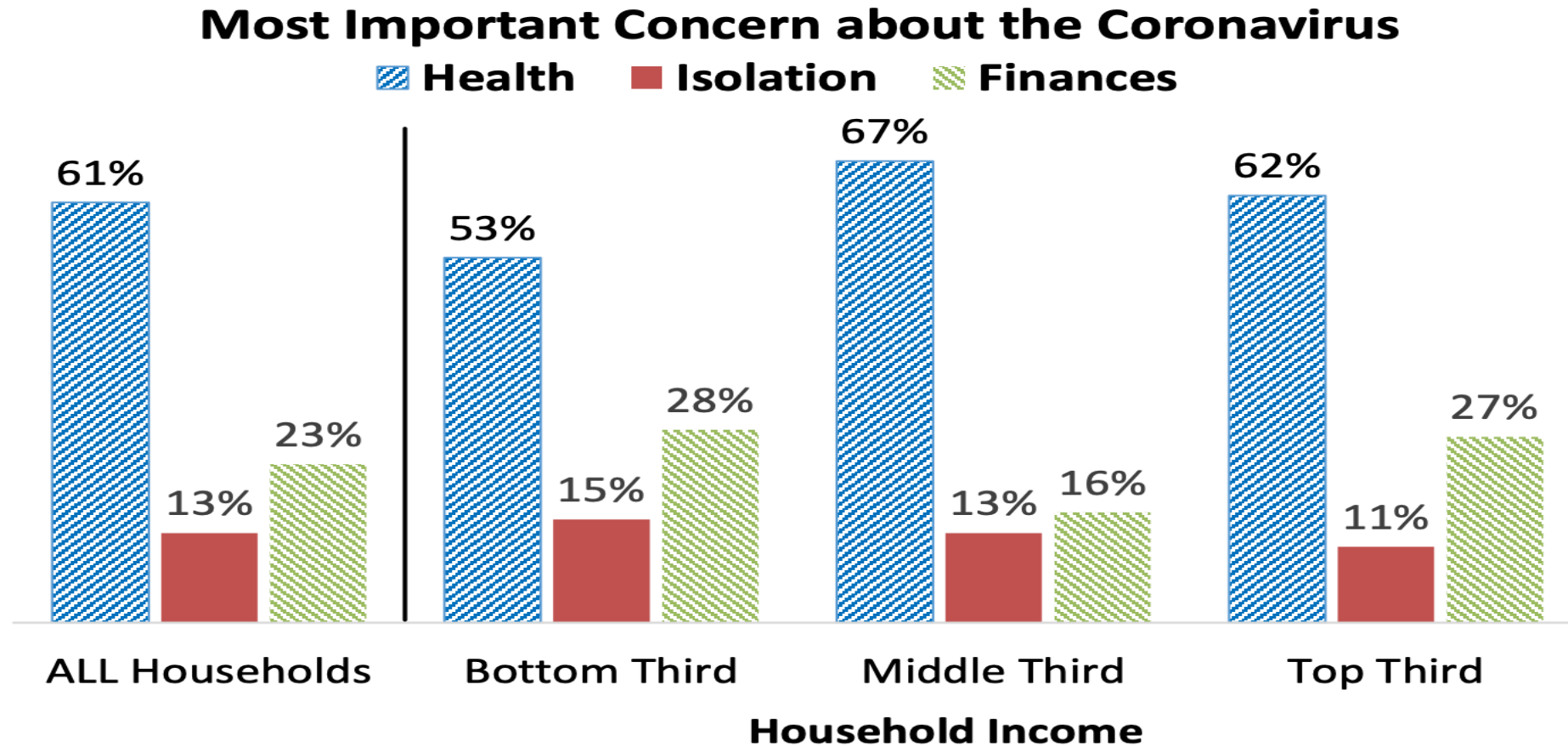
\*Note: Data are provisional as of 6/1/2020 and are subject to change.



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# University of Michigan – Survey of Consumers





# Control Over Surroundings

- Willing to pay more for physical distance
  - 43% of all consumers
  - 60% of families with children
  - 55% of younger consumers (18 – 40 years of age)
- Consumers want evidence of safety protocols
  - Personal protective equipment (PPE)
  - Cleaning and sanitation

<https://www.pwc.com/us/en/industries/consumer-markets/library/how-to-restore-confidence-in-travel-during-covid-19.html>



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# Trusted Resources

- Survey conducted by PricewaterhouseCoopers (PwC) of 1000 consumers nationwide who had taken at least one flight or spent at least one night in a hotel during 2019
  - 59% - Centers for Disease Control and Prevention (CDC)
  - 49% - State government
  - 37% - Other health organizations
  - 36% - Federal government
  - 31% - Local government
  - 13% - Doctor
  - 10% - Private companies

<https://www.pwc.com/us/en/industries/consumer-markets/library/how-to-restore-confidence-in-travel-during-covid-19.html>



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# Returning Workforce

- 5 Questions

1. Will social distancing be practiced?
2. Will other precautions be in place?
  - Airflow
  - Physical barriers
  - Disinfection/sanitation protocols
3. Will personal protective equipment (PPE) be provided?
4. What happens if an employee has COVID-19/symptoms?
5. Can I continue teleworking?

<https://www.consumerreports.org/coronavirus/going-back-to-work-while-covid-19-is-still-spreading/>



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# Communication Strategies – Phased Approach

- People and Health First (empathy)
- Detailed Plans for Reopening
  - Health and safety steps
  - Employee training
  - Employee communication
  - Operational procedures
  - Notification procedures
- Reopening Communication

<https://icrinc.com/insights/reopening-after-coronavirus-gradually-getting-back-to-business/>



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# Clean Hands, Open Doors



## Face Coverings

- Staff and guests/customers



## Clean Hands

- Staff and guests/customers



## Sanitization

- Cleaning surfaces, equipment, and other elements in the environment



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# Clean Hands, Open Doors



## Social Distancing

- Reducing occupancy
- Ensure staff and guests/customers practice social distancing



## Wellness Checks

- Conduct wellness screenings of staff
- Limit contact with other staff and guests/customers



## Trainings and Protocols

- Train staff on safety procedures
- Implement procedures to increase guest well-being



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# Clean Hands, Open Doors



## Public Health Guidelines

- Adherence to all orders and directives from CDC, Illinois Department of Public Health, and local Health Department



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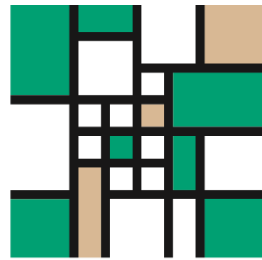
# Clean Hands, Open Doors

- Demonstrates evidence-based, best-practice commitment to the workforce and guests/customers.
  - Relies on trusted, reliable sources of information
  - Addresses health and safety concerns
  - Manages expectations of the relationship between business and community
  - Establishes community standard
  - Supports sustainability of business.



Winnebago County

**Health Department**



# WCHD

Winnebago County Health Department



*Serving Our Whole Community*

Dr. Sandra Martell  
Public Health Administrator  
815-720-4210

[www.wchd.org](http://www.wchd.org)



@WinnCoHealth



@WinnebagoCountyHealth



Winncohealth

# TaylorMade

## Andra Taylor

CEO

Creating Consumer Confidence  
Importance of Digital Real Estate  
Marketing Confidence Ideas







# CREATING CONSUMER CONFIDENCE

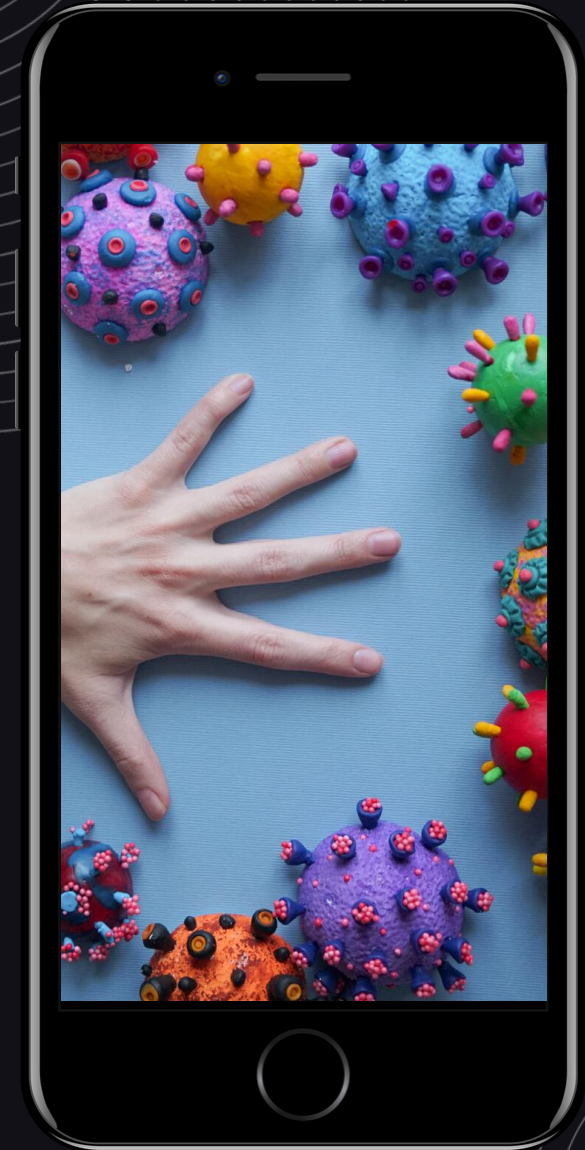
**TaylorMade**

Date: June 4, 2020



# What has COVID-19 done for us?

CLEAN HANDS, OPEN DOORS



# Brick + Mortar

Face-to-Face  
Relationship  
An Experience

TaylorMade







# DIGITAL REAL ESTATE

Websites

Social Media

Search Engines



# The Union

Easy vs. Hard  
Leveraging Both  
Open Doors



# WHAT HAS COVID-19 DONE FOR US?

Clarity

Leverage Resources

Raise Awareness



# Marketing Confidence Ideas

Posting Signage - Flyers, Stickers, etc.

Social Media - Graphic posts, video, etc.

Website - Announcement Banner, pop-up box, etc.

Email Marketing - Newsletters, notices, etc.

Training Staff - Safety, cleaning, customer service

[rockfordcleanhands.com](http://rockfordcleanhands.com)

TaylorMade



TaylorMade

# Contact

WEB ADDRESS

[www.taylormadeglobal.com](http://www.taylormadeglobal.com)

EMAIL ADDRESS

[info@taylormadeglobal.com](mailto:info@taylormadeglobal.com)

PHONE NUMBER

(815) 408-0375



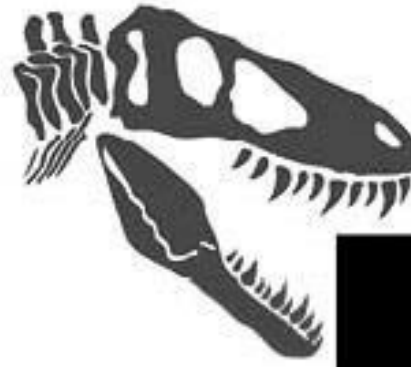
# BURPEE MUSEUM OF NATURAL HISTORY

## Anne Weerda

Executive Director

Consumer Confidence Example

## Implementation



**BURPEE**

museum of natural history





Clean Hands, Open Doors.

Take the Pledge Who's In

# Communicate Your Commitment

[www.rockfordcleanhands.com](http://www.rockfordcleanhands.com)

1. **MAXIMIZE THE IMPACT OF THE PLEDGE.** Our Clean Hands, Open Doors Pledge toolkit includes a variety of website badges, social media assets, and more. Versions for Rockford and other communities are available to download today.

[Download your Clean Hands, Open Doors Pledge toolkit here](#)



We Pledged to Open Safely & Responsibly

[Click here to learn more](#)







Clean Hands, Open Doors.

Take the Pledge Who's In

# Communicate Your Commitment

[www.rockfordcleanhands.com](http://www.rockfordcleanhands.com)

2. **POST THE PLEDGE & UPDATE YOUR BUSINESS LISTING.** Post the Pledge badge (logo) to your website and social media channels and make sure your listings on GoRockford.com and Google are up to date noting that you have taken the Clean Hands, Open Doors pledge. Keeping your Google My Business Listing up to date is critical for bringing business to your doorstep. When you have changes to make — such as updates in operating hours — it's easy to make revisions. [Follow these instructions](#). Also, if you are a Restaurant/Bar, update your account on Yelp or Open Table. Follow these instructions for [Yelp](#) and [Open Table](#).



Clean Hands, Open Doors.

Take the Pledge Who's In

Take the Pledge

**[www.rockfordcleanhands.com](http://www.rockfordcleanhands.com)**

# Q&A

# Thank You Partners

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OF NATURAL HISTORY



Winnebago County

**Health Department**

**TaylorMade**

# LunchChat

Connect. Inform. Help.



**Thursdays @ 12 noon**

[www.gorockford.com/lunchchat](http://www.gorockford.com/lunchchat)



# Stay Connected!

Facebook: GoRockford

[www.gorockford.com](http://www.gorockford.com)

[covid19@gorockford.com](mailto:covid19@gorockford.com)

**Connect. Inform. Help.**

**[UnitedWayRRV.org/covid-19](https://UnitedWayRRV.org/covid-19)**

**OR**

**Text TOGETHER to 40403**

# Rockford Area Resources

[GoRockford.com/ResourceCenter](http://GoRockford.com/ResourceCenter)

Information about local sites/attractions/restaurants, and resources for families and small businesses

[GoRockford.com/LunchChat](http://GoRockford.com/LunchChat)

Weekly webinars every Tuesday/Thursday



# LunchChat

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**Thank you!**