

**San Mateo County/Silicon Valley
Convention & Visitors Bureau**

Reopened & Ready Campaign



TRANSITION TO ONLINE COMMUNICATIONS

12

Number of blogs curated since the “Shelter in Place” order. Subjects range from Restaurants offering Delivery/Takeout to Virtual Event to Outdoor Activities.

5

Number of educational webinars hosted by our CVB since April 29. Topics have provided updates on airlines and travel industry, wellness, and more.

TRANSITION TO ONLINE COMMUNICATIONS

8

Number of Instagram LIVES hosted by our CVB. Businesses featured include Gamble Gardens, Filoli, Del'Oliva, Pie Ranch, among others. IG LIVES can be watched again on our [IGTV Channel](#).

1

Number of Facebook LIVES hosted by our CVB. Our first episode launched on June 1 and featured the Beach House Hotel in Half Moon Bay. We discussed the hotel's reopening process and safety guidelines. Episode can be watched again on our [Facebook page](#).

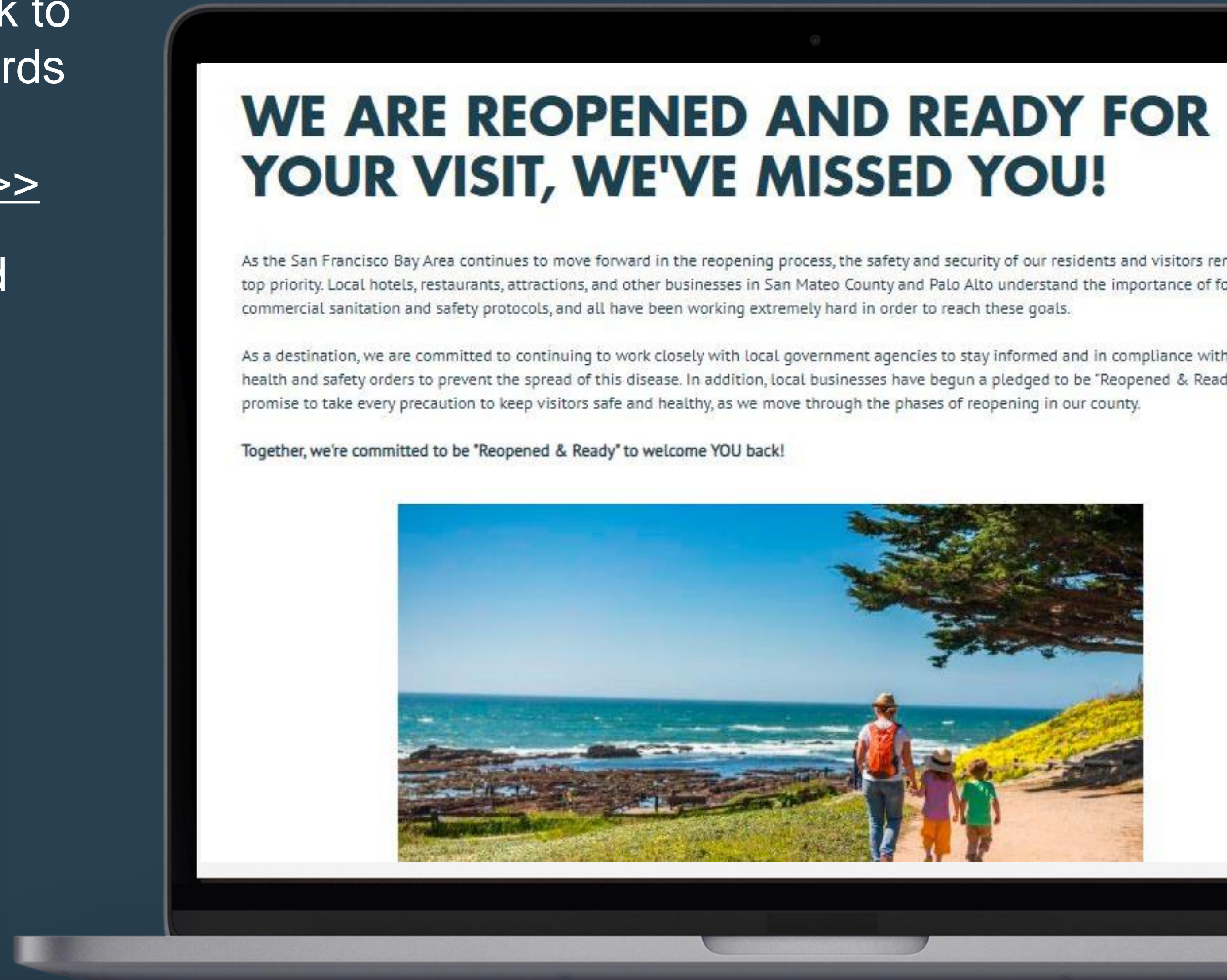
INDUSTRY ADVOCACY

- **April 16**, Board Call with Congresswoman Jackie Speier
- **April 30**, Board Call with State Senator Jerry Hill
- **June 12**, CEO invited to present State of Industry to San Mateo County Executives
- **June 17**, Board Call with San Mateo County Supervisor Dave Pine
- CVB participated in Phase 2 reopening committee discussions with City of Palo Alto and San Mateo County.



WELCOME BACK!

- Created landing page welcoming visitors back to our destination containing information in regards to reopening phases, businesses that have reopened, resources, and more. [Learn More>>](#)
- Resources page for businesses is still up and contains updated information in regards to reopening guidance, protocols, etc. [Learn More >>](#)



SPREADING THE MESSAGE

- Our CVB has started spreading the word about our county's reopening on our social media channels including Facebook, Instagram, Twitter and LinkedIn, in addition to our Visitors Newsletter.



SPREADING THE MESSAGE

- Last week, our meetings and conventions sales team sent out a soft communication to our meeting planner database letting them know that meetings of 50 people or less are now allowed.



LET'S RECONVENE!

Dear Meeting Planner Partners,

On behalf of all of us at the [San Mateo County/Silicon Valley Convention and Visitors Bureau](#), we hope that you, your loved ones, and work teams are doing well during this unprecedented crisis. While complete recovery is still a ways off, we are excited that our region is moving towards reopening the hospitality and tourism sector.

Earlier this week, we were delighted to learn that our local health officer expanded the reopening to include gatherings of up to 50 people as long as social distancing/face covering protocols were followed. While you may not have a booking for us right now, we wanted to say hello, make you aware of this development, and hear from you as to how you are doing.

Please take a moment and drop us a line at ourteam@visitsmcsv.com - we'd love to know how you are doing. We thought we'd share our "Brady Bunch" photo with all of you and look forward to migrating from virtual to in-person space very soon!

RESUMING ONLINE ADVERTISING

- We've been working with our website provider (Simpleview) in ways to better promote our "Reopened & Ready" Campaign.
- We're finalizing a strategy to resume online paid advertising.
- Some of the campaigns being discussed revolve around the idea of Staycations, Workcations and Nearcations.

A DESTINATION UNITED

- The goal is to unite our destination with one direct message – We are “Reopened & Ready” to welcome back visitors!
- Let people know about our local businesses’ efforts to follow and implement commercial sanitation and safety protocols.
- Create trust between our destination and future visitors.
- Advertise and promote our destination to welcome back leisure and tourism travel.
- Provide business partners with a ToolKit to market their efforts and commitment to be “Reopened & Ready” to welcome visitors back.



As San Mateo County & Silicon Valley business owners we **PLEDGE** to:

- Use face covering and provide them to those who need one
- Ensure hand sanitizer is readily available
- Practice and encourage physical distancing
- Follow CDC cleaning protocols
- Continuously innovate to reduce touch points
- Provide our staff with COVID-19 awareness training

Take the PLEDGE at:
www.ReopenedandReady.com

HOW TO TAKE THE PLEDGE?

STEP 1 – Businesses will take the pledge at www.ReopenedandReady.com

STEP 2 – Our CVB will be notified and will add business to running list of pledge-takers on our website. [View More >>](#)

STEP 3 – Businesses will download the [ToolKit](#) and take advantage of the marketing collateral being offered.

STEP 4 – Continue to spread the word to other businesses that could benefit from this campaign.

FILL OUT THE FORM

TAKE THE PLEDGE

Your Information

Business Name*:	<input type="text"/>
Business Type*:	<input type="text" value="--None--"/>
City*:	<input type="text"/>
First Name*:	<input type="text"/>
Last Name*:	<input type="text"/>
Contact Email*:	<input type="text"/>

* Indicates a required field.

☐

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[Privacy](#) [Terms](#)

Submit

Reset

THE TOOLKIT – WHAT’S INCLUDED?

Print Materials Include:

- 5.5x2.5 “We took the Pledge” window cling
- 11x8.5 “We took the Pledge” flyer
- 11x17 “We took the Pledge” poster
- 8.5x11 “Take the Pledge” flyer



Social Media Materials Include:

- “We took the Pledge” posts tailored for Facebook, Instagram, Twitter and LinkedIn.
- Posts listing all pledge commitments tailored for Facebook, Instagram, Twitter and LinkedIn.

STEPS TO BETTER POSITION YOUR BUSINESS DURING REOPENING

1. Make sure your online listing on our website is updated with current information about health and safety measures you're taking such as new sanitation protocols, certificates achieved, etc.
2. Let our CVB know if you are offering any special accommodations such as outdoor dining, facemasks for customers, single-use menus, etc.
3. Use the marketing collateral inside the ToolKit to promote your pledge on social media. Make sure to tag us, use hashtag #ReopenedandReady and follow our CVB's social media channels: @visit_smc_sv.

WE WANT TO PROMOTE YOU!

If any of you are interested in sharing how you're business is "Reopened and Ready" to welcome back visitors on social media, please let us know!

We can help you spread the word by hosting a LIVE session on Facebook and/or Instagram.

If you would like to be featured, please contact Juan Camero at juan@visitsmcsv.com.

UPCOMING WEBINARS

“Tourism and Cannabis with JUVA Delivery”

Join us for a fun educational webinar discussing how cannabis can benefit tourism to our destination. We will hear from Juva Delivery, a cannabis company located in Redwood City dedicated to educating and serving the San Francisco Peninsula.

Wednesday, June 24th

2:00 PM – 3:00 PM

[RSVP TODAY >>](#)

“Leveraging your Social Media during Reopening”

We will be joined by Jock Breitwieser with Social Sellinator to discuss ways to take advantage of social media during reopening.

Wednesday, July 15th

11:00 AM – 12:00 PM

More information coming soon.

TAKE THE PLEDGE!

www.ReopenedandReady.com

SAN MATEO COUNTY

SILICON VALLEY
CONVENTION AND VISITORS BUREAU

A photograph of a field of red poppies at sunset. The sun is low on the horizon, creating a warm, golden glow. A semi-transparent blue banner is overlaid across the middle of the image, containing the word "QUESTIONS?" in white, bold, sans-serif capital letters.

QUESTIONS?

A wide-angle photograph of a sunset over a vast valley. The sun is a bright, glowing orb in the upper right, with long, thin rays of light extending across the sky. The sky transitions from a pale blue at the top to a warm orange near the horizon. Below the horizon, a series of rolling hills and valleys are visible, with some areas appearing to be covered in a light mist or fog. The foreground shows the silhouettes of trees and hills against the bright sky.

THANK YOU!

SAN MATEO COUNTY

SILICON VALLEY
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visitsmcsv.com