

## **Talking Points for Marketing & Communicating with Guests**

### **VTV's Messaging**

*It is important to state on your owned media (website, social, email) guest expectations so they are prepared before they arrive.*

- Wander local and live like a tourist in your own backyard.
- Be kind to the workers, they are doing everything possible to provide an enjoyable experience for you.
- Please check protocols and modified hours for each business you plan to visit before arriving.
- Temecula Valley hotels, wineries, breweries, distilleries, museums, and outdoor recreation are now open with modifications to ensure health and safety.
- Face coverings must be worn while visiting as required by State health officials.

### **Communicating with Guests about Social Distancing and Face Coverings**

*Be sure to listen, be empathetic and kind, and state your business protocols according to State guidelines if needed.*

- Face coverings are required to help our guests feel safe and comfortable so everyone can enjoy the experience. (It is a mandate and not a guidance by the California Department of Public Health.)
- We ask that you please practice social distancing. We want all our guests to feel safe and comfortable so everyone can enjoy the experience.
- I'll be with you in just a moment while I disinfect for you.
- Please be courteous to our staff, they are doing everything they can to make sure you have a great time.
- I'm so sorry you are not comfortable complying with our guidelines, if you prefer you are welcome to visit our website to place an order.

### **Communicating Temporary Closure Due to a Staff Member Testing Positive**

*It is important to be as transparent as possible and show the company is being proactive. If you are able to continue to pay the employees during closure, let the public know; it shows how much you care. Do not share any details about the employee, including his/her position.*

- We have been careful to follow CDC and State guidelines for cleanliness, social distancing, and face coverings; however, unfortunately we have just learned one of our team members has tested positive for COVID-19.
- We are in close communication with Riverside County Health Department and they are guiding us through the process to ensure everyone's health and safety.
- We do not know where the employee contracted the virus and we do not know if any other employees or guests have been exposed, but we want to be as cautious and transparent as possible.
- All of our staff are being tested. We are hopeful the extended measures of cleaning protocols, no-contact, and staff health checks have contained the possibility of spread.
- We will reopen once we can be certain all employees are in good health and the establishment has been thoroughly sanitized. Please check our website or our social media channels for updates.