



JUNE 23, 2020

BUSINESS MOUNTAIN VILLAGE COMMUNICATION GUIDE



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MTN VILLAGE COMMUNICATION

Industry Specific Talking Points

The background of the slide features a stylized mountain range composed of several overlapping, solid blue triangles of varying heights and widths, creating a layered effect against a lighter blue sky.

01

ROADMAP TO REOPENING

A PHASED STRUCTURE

The standards that will be applied for reopening the local economy in the following months of COVID-19 lockdown are indicated by phases of reopening. As long as the disease continues to trend in the right direction, hospitals are able to treat patients without resorting to crisis standards, testing occurs, and guidelines are being followed, we can move to the next phase, as will be dictated by the local and state governments.



CURRENT STATE GUIDELINES

San Miguel County is in alignment with the State's public health orders, with the exception of a phased approach for lodging.



JUNE 18 - TBD

STATE LEVEL 2: SAFER AT HOME

Right now, we are in Level 2: Safer at Home and in the Vast, Great Outdoors. While we are all still safer at home, we are also able to practice greater social distancing in our vast outdoors than in confined indoor spaces. Much of Colorado is now open with restrictions to prevent the spread of COVID-19 and protect those at highest risk for severe illness.

KEY POINTS

- Critical businesses are still open.
- Non-critical businesses are open with restrictions.
- Stay at home as much as possible.
- Practice good hygiene. Wash your hands frequently and don't touch your face.
- Wear a face covering or mask when you leave your home.
- Connect with neighbors and loved ones virtually.

NEXT PHASE, START DATE TBD

STATE LEVEL 3: PROTECT YOUR NEIGHBORS

PHASE 2: SAFER AT HOME GUIDELINES

*San Miguel County is in alignment with the State's public health orders, with the exception of a phased approach for lodging.

PHASE 2: WHAT CAN WE DO?

RESTAURANTS

- 50% or up to 50 people (whichever is fewer), with 6' between parties/tables
- Extra large venues may use the [calculator for indoor events](#) to determine how many additional patrons can be accommodated, up to 100 people

BARS

- 25% or up to 50 people (whichever is fewer), with 6' between parties/tables
- Extra large venues may use the [calculator for indoor events](#) to determine how many additional patrons can be accommodated, up to 100 people

RETAIL/OFFICES

- 50% capacity, with at least 6" between parties, masks required.

INDOOR EVENTS

- Ensure at least 6' distance between parties
- Limit capacity depending upon venue size accounting for usable square footage with a maximum of 100 people per room (use [Social Distancing Space Calculator](#))

OUTDOOR EVENTS

- Ensure at least 6' distance between parties
- Limit capacity depending upon venue size accounting for usable square footage with a maximum of 175 people per room (use [Social Distancing Space Calculator](#))

OUTDOOR RECREATION

- Groups of up to 10, excluding guides

*LODGING

- 50% maximum lodging capacity

RESTAURANTS

EXAMPLE: COUNTY BUSINESS RESTRICTIONS (AS OF JUNE 23, 2020)

- Continuing take-out and delivery is highly encouraged.
- It is requested that customers wear face coverings when entering the restaurant until seated at their tables.
- Restaurants cannot allow customers to wait in a lobby area for a table, rather customers should make reservations online or by phone, and every effort should be made to notify customers via text or phone call when their table is ready so no waiting in a lobby is necessary.
- Customers must be asked before entering a restaurant whether they have any symptoms of COVID-19, any customers reporting symptoms must be excluded.
- Symptomatic restaurant employees must be excluded from the workplace and required to isolate for 10 days.
- Spread people/tables out so there is at least six feet distance between individuals throughout.
- Limit the number of clients to 50 percent of the facility's occupant load not to exceed more than 50 people.
- Place markings on the floor to maintain at least six feet distance in customer lines.
- Implement touchless payment methods when possible.
- Implement or maintain physical barriers for high-contact settings (e.g. cashiers).
- Stagger shifts if feasible to decrease employee numbers at the business.
- In-room dining shall follow strict physical distancing.
- Group parties should be limited to no more than 8 people.
- Don't allow public sharing of utensils or condiments.
- Buffets shall have an employee serving the food, no self-serving allowed.
- Self-serving stations shall remain closed (drinking stations, bulk dry, etc.).
- Maintain physical distancing (six feet) in waiting areas.
- Employees and contracted workers whose duties include close contact with members of the public shall wear a non-medical cloth face covering over the nose and mouth.

The background of the slide features a stylized mountain range. The mountains are represented by solid-colored geometric shapes in two shades of yellow and orange. The range consists of several peaks of varying heights, with the highest peak on the left side. The overall composition is minimalist and modern.

02

5 COMMITMENTS OF CONTAINMENT

5 COMMITMENTS OF CONTAINMENT

I WILL...

Sustainable social distancing protocols are critical to each phase of our planned reopening. To be successful, your behaviors and commitment to effective social distancing are critical. Please be vigilant in protecting yourself, your family, your employees and your community by pledging to the [Five Commitments of Containment](#)



03

HOW TO COMMUNICATE WITH YOUR CUSTOMERS

CRAFT A UNIFIED MESSAGE FOR MULTIPLE CHANNELS

Consistent communications during this time will help you maintain customer trust, restore employee morale and confidence for your customer. Consider all the different channels you use to communicate with your customers. Use these channels to communicate the actions you are taking to keep them safe and ensuring an enjoyable customer experience.



“

**CUSTOMERS NEED TO BE CONFIDENT THAT
THE BUSINESSES THEY PATRONIZE HAVE
CREATED A PROTECTED ENVIRONMENT TO
WHICH THEY CAN SAFELY RETURN.**

DR. JASON BRINTON

COMMUNICATION CHECKLIST

WEBSITE

Update your homepage so your reopening plans and protocols are front and center when your customers search for you.

EMAIL

Craft an email to go out to your entire subscriber base and get the information they need directly to their inbox.

PRINT ADVERTISING

Use local, state, or national publications to share that you are open and prepared for a return to business.

SOCIAL MEDIA

Create a series of posts for every platform your business uses and consistently push them out leading up to your reopening, as well as during your first few weeks back in business. Frequent updates about your staff and operations will show your customers you are open for business and actively addressing their needs.

DOOR POSTINGS

To present a unified Mountain Village we are asking every business post the “Our Village Stronger Together” poster as well as our five commitments poster in addition to any industry or operations specific information. See page 25 for suggestions on industry specific recommendations for customer communications.

GOOGLE LISTINGS

Update your Google My Business profile to provide the most accurate information to your customers. You can provide updates about your business to customers such as adjusted hours of operation, or changes in services.

CUSTOMER SERVICE

Whether they support your customers by phone, email, live chat or in person, make sure everyone on staff knows how to address customer concerns.

04

DOWNLOADABLE ASSETS

DOWNLOADABLE ASSETS

LOGO



DOWNLOADABLE ASSETS

SOCIAL MEDIA BADGES



DOWNLOADABLE ASSETS

SOCIAL MEDIA ASSETS



INSTAGRAM SQUARES



FACEBOOK BANNERS

DOWNLOADABLE ASSETS

WINDOW STICKERS



*Mountain Village will be printing these stickers for your business to utilize in your window.

DOWNLOADABLE ASSETS

POSTERS

THE 5 COMMITMENTS OF CONTAINMENT



Sustainable social distancing protocols are critical to reopening. To be successful, your behaviors and commitments to effective social distancing are critical. Please be vigilant in protecting yourself, your family, your employees and your community by pledging to the Five Commitments of Containment.



DOWNLOADABLE ASSETS

POSTERS



DOWNLOADABLE ASSETS

POSTERS



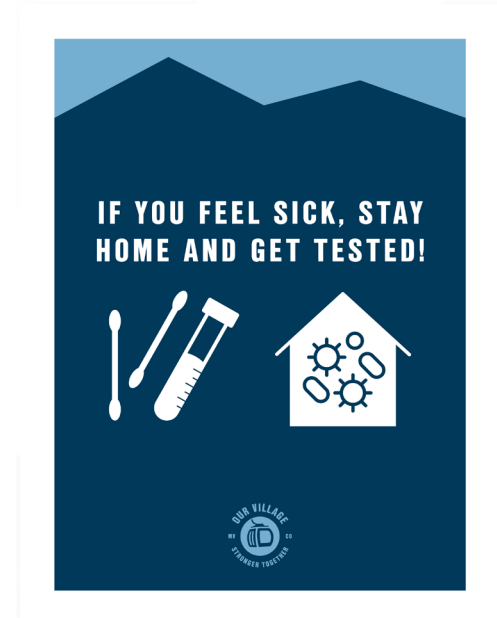
DOWNLOADABLE ASSETS

POSTERS



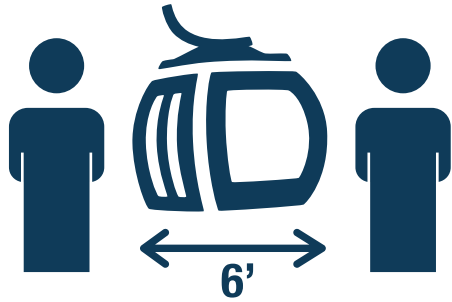
DOWNLOADABLE ASSETS

POSTERS



DOWNLOADABLE ASSETS

COMMITMENT ICONS



05

INDUSTRY SPECIFIC TALKING POINTS

RESTAURANTS

Here are some suggestions of actions you might be taking we would encourage you to share with your customers. These can be posted on your website, social media, email, or any communication vertical. These talking points will make the customers confident they will have a safe and enjoyable dining experience.

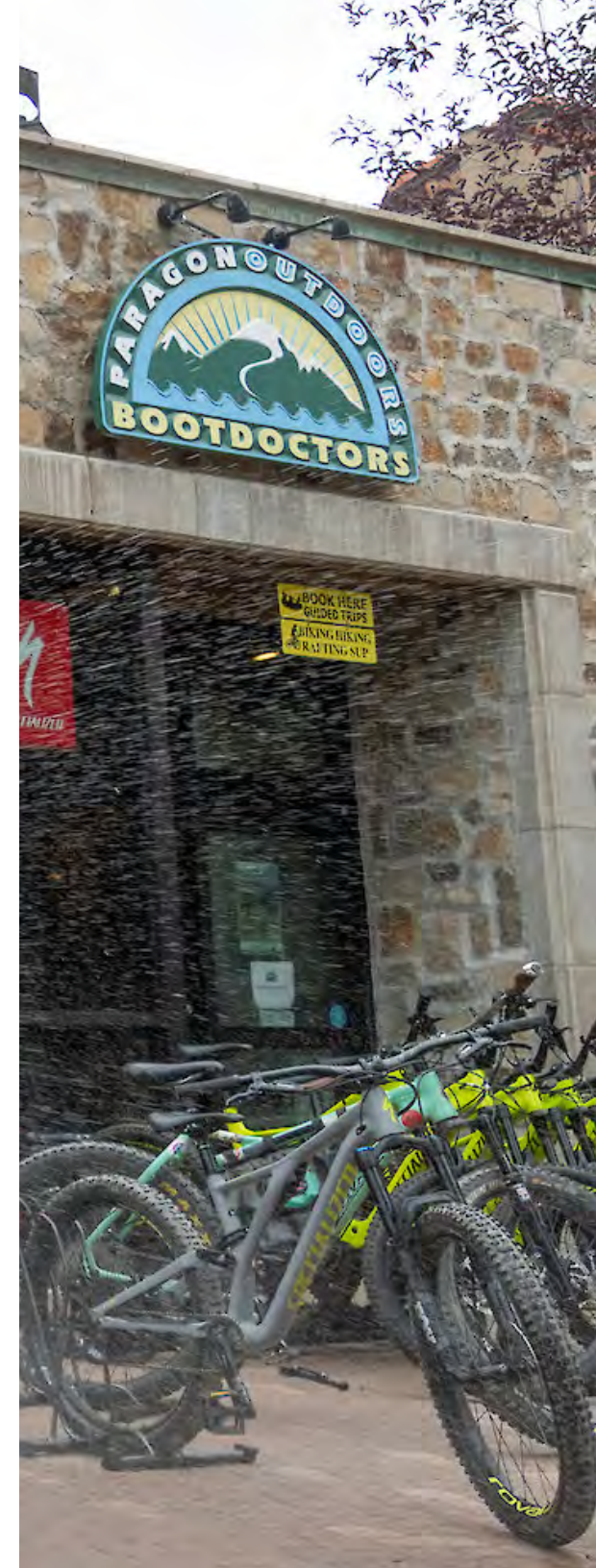
- Our menus will be posted on our website or on menu boards to create a low touch experience.
- We continue to offer delivery and curbside pickup options.
- Seating is reconfigured to ensure social distancing.
- Outdoor seating is available throughout the public plazas.
- Indoor seating is at a reduced capacity.
- We now require reservations.
- Employees and patrons are instructed to wash and sanitize hands often.
- Employees will stay home when sick.
- We screen staff for symptoms.
- Staff will wear a face covering.
- Everyone is asked to follow social distancing guidelines.
- Our staff will clean and disinfect high-touch surfaces.
- We have contactless payment systems.
- Alcohol can be served in a sealed container to go home with your take-out or served in a properly labeled common consumption cup and enjoyed freely throughout our Common Consumption Area.



RETAIL

Here are some suggestions of actions you might be taking we would encourage you to share with your customers. These can be posted on your website, social media, email, or any communication vertical. These talking points will make the customers confident they will have a safe and enjoyable shopping experience.

- We are limiting the number of customers in our store.
- We offer curbside pickup.
- Employees and patrons are instructed to wash and sanitize hands often.
- Employees will stay home when sick.
- We screen staff for symptoms.
- Staff will wear a face covering.
- Everyone is asked to follow social distancing guidelines.
- Our staff will clean and disinfect high-touch surfaces.
- We have contactless payment systems.



HOSPITALITY

Here are some suggestions of actions you might be taking we would encourage you to share with your customers. These can be posted on your website, social media, email, or any communication vertical. These talking points will make the customers confident they will have a safe visit. In addition to this list, share any lost amenities or services so they are aware of what to expect.

- We have adjusted our cancellation policy.
- We are limiting occupancy numbers.
- We have a contactless check-in process in place.
- Room service will be offered for all meals.
- Cleaning rooms during stay is optional.
- Employees and patrons are instructed to wash and sanitize hands often.
- Employees will stay home when sick.
- We screen staff for symptoms.
- Staff will wear a face covering.
- Everyone is asked to follow social distancing guidelines.
- Our staff will clean and disinfect high-touch surfaces.
- We have contactless payment systems.



TOUR OPERATORS

Here are some suggestions of actions you might be taking we would encourage you to share with your customers. These can be posted on your website, social media, email, or any communication vertical. These talking points will make the customers confident they will have a safe and enjoyable experience.

- We are offering more private trips.
- We are limiting numbers on all programming.
- We spend all day outside and limiting any indoor sign up time.
- We have online waivers to be completed before the trip.
- We are doing private shuttles or meeting people at program destinations.
- All rental equipment is cleaned and disinfected.
- Guides and guests are instructed to wash and sanitize hands often.
- Guides and staff will stay home when sick.
- We screen staff for symptoms.
- Guides and staff will wear a face covering.
- Everyone is asked to follow social distancing guidelines.
- Our staff will clean and disinfect high-touch surfaces.
- We have contactless payment systems.
- We collect payment over the phone or online prior to the trip.



REALTORS

Here are some suggestions of actions you might be taking we would encourage you to share with your customers. These can be posted on your website, social media, email, or any communication vertical. These talking points will make the customers confident they will have a safe and enjoyable home buying experience.

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- We are encouraging buyers to review 3D tours or videos online first to determine if they truly want to see a home before setting up a showing.
 - During showings everyone is asked to follow social distancing guidelines.
 - During showings Masks are required by all parties.
 - We are limiting numbers at all showings to key decision makers.
 - We are asking prospects to wear gloves and try not to touch any surfaces.
 - We are asking sellers to have all lights and doors open for showings to minimize someone having to touch any surfaces.
 - We are utilizing telecommunications as much as possible.
 - We have wipes and hand-sanitizer at the properties.
 - We screen staff for symptoms.



Provided through collaborative effort by
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Crafted by