

COVID-19 Tourism Updates

Dear tourism partners,

In this rapidly changing environment we are reaching out to cover a handful of important items related to COVID-19.

Transylvania County Tourism, Transylvania Economic Alliance, Brevard/Transylvania Chamber, Heart of Brevard, and Blue Ridge Community College Small Business Center teamed up on a survey to learn more about how businesses are responding to this pandemic and what strategies, best practices, and resources they anticipate needing as the situation develops. Click here to take the COVID-19 Business Survey. The original deadline of 5 pm today has been extended through the weekend.

This same group also collaborated to compile a business resource page that had the best information from each organization on COVID-19. Click here for the COVID-19 Business Resource web page. We are updating this regularly. If you have any information you believe would be helpful to others, please send it to either <u>Clark</u> or <u>Prentiss</u>.

We also want to share a web page we have for visitors during this time. Our goal is to inform travelers so they have the best information regarding upcoming trips to Transylvania County. This page, which can be found <u>here</u>, is updated regularly and includes a link to the Chamber's Transylvania True page, which highlights updates on business hours of operations and special offerings. Please update us on your business if you haven't yet by emailing <u>Sally</u>. Please include business name, phone number, website or Facebook page, hours of operation, and any special offerings.

On a final note, we plan on introducing additional content later today directed at locals and visitors to the area to educate them on how to practice social distancing and responsible use of the outdoors during this time. Look for this on our social media channels, our COVID-19 web page and in subsequent messages to visitors.

We will continue to stay in touch during this challenging time.



Dear Tourism Partners.

We have been adjusting our messaging to visitors frequently as the COVID-19 pandemic continues to evolve. A link to our most recent message can be found on our website here. The overarching recommendation is that, for the health and well being of locals and visitors alike, visitors remain home for the time being.

The Brevard and Transylvania County Visitor Center remains closed until further notice, however we can still be reached via the live chat function on our website or via phone.

TCT is a part of a task force that includes the Brevard/Transylvania Chamber of Commerce, Transylvania Economic Alliance, Heart of Brevard, and BRCC Small Business Center. We are collaborating on ways we can best serve the business community during this time. This includes a web page on the Chamber website with information on loan and disaster financing, operational instructions, unemployment benefits, upcoming webinars, and more. Additionally, their Transylvania True web page includes information on adjusted hours and services of Transylvania businesses/organizations, along with ways to support local businesses and our community. We are connecting with our local government and others to determine additional ways we can support moving forward.

Please be aware that **DuPont State Recreational Forest announced a full closure** to the forest earlier today, March 24th. A link to the official press release can be found here.

We are preparing for the time when we are able to bring visitors back to the area to spend time and money with your businesses and organizations. Know that we are here with you in the interim as well, and will always do our best to support you and our industry. Thank you for all that you do and all that you are doing during this incredibly difficult time.

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Dear Tourism Partners,

The Transylvania Business Support Task Force announces a virtual town hall meeting scheduled for Wednesday, April 1, from 4 pm to 6 pm. The event will feature a panel with experts on key areas of business support related to the Coronavirus pandemic as noted below. Each panelist will provide a 5-10 minute presentation/update from their area of expertise, followed by a Q/A of live and previously submitted questions. **Submit an advance question here** by 5 pm on Tuesday.

Topics/Speakers

- COVID-19 community health update Elaine Russell, Transylvania Co Public Health
- SBA economic injury loans Sharon Harvey, SBA
- Cash flow and financial management tips Michelle Tracz, CPA
- Employee layoffs and unemployment Jason Chappell, NC Works
- Legal advice for employers Anderson Ellis, Van Winkle Law Firm
- Task Force update and resources
- Q/A for panelists

The upcoming virtual town hall meeting was created to get those instructions and answers to the business community. The virtual meeting will be coordinated through Blue Ridge Community College Small Business Center. Registration is required.

COVID-19 Virtual Town Hall Meeting April 1, 2020 4-6 pm



*Note that if this is your first event through BRCC Small Business Center, registration will take a few minutes.











The Transylvania Business Support Task Force was formed in response to the COVID-19 pandemic with the mission of working together to support the business community as they work through and recover



Virtual Town Hall Meeting

Wednesday, April 1.

REMINDER

Scheduled for Wednesday, April 1, from 4 pm to 6 pm, the Virtual Town Hall Meeting will feature a panel with experts on key areas of business support in regards to the COVID-19 pandemic. Each panelist will provide a 5-10 minute presentation/update from their area of expertise, followed by a Q/A of live and previously submitted questions.

The virtual meeting will be coordinated through Blue Ridge Community College Small Business Center. Registration is required.

REGISTER

*Note that if this is your first event through BRCC Small Business Center, registration will take a few minutes.

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Mary Jo Gordon



Dear Tourism Partners.

We want to continue to keep you updated on key information impacting tourism in Transylvania County. With that in mind we have highlighted a number of items below, including a resolution from yesterday's Transylvania County Board of Commissioners meeting that includes measures related to lodging facilities. We hope you can join us for this afternoon's town hall meeting.

Resolution

#10-2020

In addition to the March 20 State of Emergency declaration, the Transylvania County Board of Commissioners has enacted <u>Resolution #10-2020</u>, to remain in effect until April 30. Outlined, most notably, is the emergency procedure to **close all lodging facilities**, including campgrounds and direct-reservation facilities (such as Airbnb and VRBO) with some exceptions.

Virtual Town Hall Meeting

Wednesday, April 1, 4-6 pm

The meeting will feature a panel with experts on key areas of business support in regards to the COVID-19 pandemic. Each panelist will provide a 5-10 minute presentation/update from their area of expertise, followed by a Q/A of live and previously submitted questions.

NC Restaurant Workers Relief Fund

www.ncrestaurantrelief.com

The goal of the NC Restaurant Workers Relief fund is to provide immediate financial assistance for hospitality employees. This effort is limited to those who currently reside in North Carolina. Employees from all facets of the hospitality industry are eligible to apply, including those working in bars and hotels.

REGISTER

APPLY/DONATE



COVID-19 Tourism Resources

- Southeast Tourism Society Resources
- VisitNC Tourism Resources
- NC Restaurant & Lodging Association Resources for Hospitality Businesses
- Tourism COVID-19 on Facebook
- COVID-19 Tourism Industry Emergency Economic Impact Group on Facebook
- Brevard/Transylvania Chamber COVID-19 Resources



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Explore Brevard ExploreBrevard.com

Dear Tourism Partners,

Good news ahead for small businesses in Transylvania County, The Transylvania Business Support Task Force has launched the Transylvania Tomorrow Small Business Emergency Relief Fund to help mitigate economic burdens brought on by COVID-19.

The program, which will be funded through the Community Focus Foundation 501(c)(3) will award grants up to \$3,000.

The Press Release can be found here.



To apply or learn more about Transylvania Tomorrow's Emergency Relief Fund, go to this web page or Facebook page.

Individual donations to support the fund can be made via the web page. Businesses and organizations who are interested in supporting should contact Heart of Brevard Executive Director, Nicole Bentley at nicole@brevardnc.org or Brevard/Transylvania Chamber of Commerce and Transylvania County Tourism Executive Director, Clark Lovelace at clark@brevardncchamber.org.

The Business Task Force was formed in response to the Coronavirus pandemic with the mission of working together across the community to support businesses as they work through and recover from this time of crisis. The Task Force consists of the Brevard/Transylvania Chamber of Commerce, Blue Ridge Community College Small Business Center, Heart of Brevard, Transylvania County Tourism and Transylvania Economic Alliance.

From Transylvania Tomorrow Fund's founding corporate sponsor

According to Shelia Carland, Director & City Executive of Comporium's Brevard Office, "Comporium recognizes that there are so many businesses in our community who are hurting at this time and we feel this fund is a great way to show our support and make a difference."

Special thanks to Market Connections for in-kind sponsorship.



The two colors in the Transylvania Tomorrow logo were strategically chosen to represent the local high schools; blue

for Brevard High School and orange for Rosman High School.

Explore Brevard explore brevard.com



COMMISSIONERS MEETING 4/27 @ 6:00 PM EST

Online and via Facebook Live www.transylvaniacounty.org www.facebook.com/TransylvaniaCounty/

Dear Tourism Partners,

Scheduled for today, April 27 at 6 PM EST, the County Commissioners meeting will cover Resolution #10-2020, which closed accommodations until April 30th. Other items related to COVID-19 are on the <u>agenda</u>, but specifics are not detailed.



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Resolution #10-2020 to expire on April 30

Dear Tourism Partners.

Resolution #10-2020, which ordered the closure of lodging facilities in Transylvania County, will expire on April 30. The resolution was enacted March 31 by the Transylvania County Board of Commissioners following the March 10 State of Emergency declaration by Governor Roy Cooper and the March 20 State of Emergency declaration by Transylvania County.

The governor's Stay At Home order, issued March 30, has been extended through May 8. The orders extending closures of restaurants for dine-in service, bars, and other close-contact businesses are also extended through May 8.

If you have any updates on services or schedules within your business, please forward that information to Sally at <u>sally@brevardncchamber.org</u> so that we may update the information made available to the public.



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Dear Tourism Partners.

As conversation grows around Governor Roy Cooper's approaching plan for a phased reopening, we've prepared a list of tourism-specific resources related to COVID-19.

After receiving feedback from our business community, the Transylvania Support Business Task Force has scheduled a virtual town hall meeting this Wednesday, May 6, from 4 - 5:30 pm. Details are below, along with other key resources to support your reopening.



The first deadline passed with a little over \$60,000 in funding. Thank you so much to all who contributed, particularly our corporate sponsors of Comporium, Duke Energy, Historic Toxaway Foundation, and City of Brevard. Notice to first round recipients will occur in the near future. There is a second round deadline of May 8 with funds received between the deadlines being awarded to either new applicants or unfunded applicants from the first round.

Please help make a difference by directly supporting if you can or sending a **message** to your audience requesting their support. Click **here** for details on the program.

NOW

Oskar Blues' Virtual Makin' A Difference
Mondaze will be live streaming music each
week to raise money for the Transylvania
Tomorrow Relief Fund. For more information
or to donate, click here.



The Transylvania Business Support Task Force will hold its third webinar to support small businesses as the economy re-opens. Representatives and experts from the Transylvania County Health Department, area healthcare providers, legal, and marketing will be on hand to provide updates and answer questions specific to your small business needs.

Town Hall on Reopening
Wednesday, May 6th, 4 - 5:30 pm.
Registration is required. Questions may
be submitted in advance here.

REGISTER HERE

COVID-19 Tourism Industry Emergency Economic Impact Group

This group has been created specifically to address the dire ECONOMIC impact on small business employees, employers and independent contractors in the travel industry.

Join on Facebook

Controlling Utility Costs during COVID-19: NC Hospitality and Tourism

NC Green Travel is hosting a webinar on Thursday, May 7 @ 9:30 am EST. This webinar will provide a real-time, peer-to-peer forum to hear from hospitality businesses about smart approaches to managing and control utility use and costs during closures and upon re-openings.

Register here

US Travel Association Guide for Communicating Healthy Travel Practices

The US Travel Association released a guide on communicating healthy travel practices to travelers, which offers great guidance on communicating to your audience.

Click here

New Payroll Protection Program (PPP) Funds Available Now

If you or a business you know are struggling with the PPP program, please be aware that new funding for that program was approved last week. Please submit an application through your local bank or Mountain BizWorks as soon as possible while these funds remain available.

Learn more

From Governor Cooper and our Legislators

House Bill 1043, a bipartisan effort by the NC General Assembly, which was signed into law by Governor Cooper this morning, includes an appropriation of \$125 million to Golden LEAF for the NC COVID-19 Rapid Recovery Loan Program. This appropriation is a significant fiscal commitment that will help meet the needs of our state's entrepreneurs and small-business owners. Click here for more information.

As a reminder, click <u>here</u> for Governor Roy Cooper's plans for three phases of lifting restrictions based on virus trends.

National Restaurant Association Reopening Guidance

We recognize that not everyone has access to guidance, and that is where the National Restaurant Association can provide help.To restaurant operators getting ready to reopen: The purpose of guidance is just that, to offer you direction and provide a framework for best practices as you reopen.

Learn more

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Preparing for Phase One

Dear Tourism Partners.

With Phase One of North Carolina's reopening set to begin later this week, we are reaching out with the most up-to-date information possible. The town hall presented by our Transylvania Business Support Task Force provides needed expert guidance, which we hope this information will complement. We will include additional information as it becomes available and always encourage you to reach out to us directly if you have any questions or information that you feel would be beneficial to others.

We're continuing to keep track of tourism business hours of operations for communication to visitors and locals. If you have an update, please email sally@brevardncchamber.org. Finally, know that we are currently working on an information campaign promoting guidance for responsible visitation to Transylvania County, including best practices for visitors at our businesses and in our public lands. Thank you for all that you do for tourism in Transylvania County.

EXECUTIVE ORDER NO. 138

Outlined in Governor Roy Cooper's Executive Order are the details of Phase One and Allowable Activities. This Frequently Asked Questions ("FAQ") document provides guidance for the implementation of Executive Order No. 138. Additionally, here's a side by side comparison to what Phase One means for our state.

U.S. TRAVEL ASSOCIATION TRAVEL IN THE NEW NORMAL

U.S. Travel has created a <u>comprehensive document</u> covering travel and the businesses supporting travel that builds upon and aligns with the White House and CDC evidence-based guidelines for "Opening Up America Again." This guidance provides an understanding of the key practices across America's travel industry.

RESTAURANTS AND ACCOMMODATIONS

The NC Restaurant & Lodging Association will soon be sharing detailed instruction on reopening and an initiative to support hospitality businesses as they do: In the meantime, the National Restaurant Association and American Hotel and Lodging Association provide good industry-specific information on reopening

RETAIL

The National Retail Federation has created the document "Open for Business - A Blueprint for Shapping Safe" as a guide to grange the

the NRF's approach is adopting a blueprint that puts in place uniform statewide rules of operations.





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TRANSYLVANIA



TUESDAY, MAY 12TH 10:00 AM

Transylvania County Tourism and Brevard/Transylvania Chamber of Commerce invites any lodging owners/operators to have an open discussion about reopening and operating during Phase One. Share best practices, discuss challenges, and more with peers.

Registration is required, and information to join this Zoom event will be provided in the registration confirmation email.

Email advance questions to clark@explorebrevard.com or mj@explorebrevard.com

REGISTER NOW

SIGNAGE & PPE SUPPLIERS FOR ALL

partners as we enter Phase One.

Employee / Guest Expectations Sign Resources for PPE, Hand Sanitizer & More COVID-19 Guidance and Signs from NCDHHS

Thank you for all that you are doing to operate in a safe and healthy manner. Our goal is to support by providing key resources and to inform visitors of how they can do their part.



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Dear Tourism Partners,

Thank you for all that you are doing to operate in a safe and healthy manner as we work our way through the three-phase reopening. Our goal is to support our tourism partners by providing key resources linked below and to inform visitors of how they can do their part.

We have created a poster with ten best practices to follow for all visitors to our area. Download the Explore Responsibly poster here.

PHASE 1 BUSINESS OPERATIONAL RESOURCES

TRANSYLVANIA COUNTY GUIDELINES FOR CONDUCTING BUSINESS IN PHASE 1

NCDHHS SYMPTOM SCREENING CHECKLIST

NCDHHS CHECKLIST FOR BUSINESSES PHASE 1

NCDHHS EMPLOYEE/CUSTOMER EXPECTATIONS SIGN

RESOURCES FOR PPE, HAND SANITIZER, AND MORE

EMPLOYEE/CUSTOMER EXPECTATIONS SIGN

VISITNC PARTNER WEBINAR

On May 6, VisitNC held a weblnar for its Destination Marketing Organizations across the state. <u>Here</u> are the slides from that presentation. The first are information gleaned from a recent survey of potential travelers. The last are local thoughts on visitation. It goes on to cover an upcoming program by the NC Restaurant and Lodging Association to support restaurants as they reopen.

REMINDER

Transylvania County Tourism and the Brevard/Transylvania Chamber of Commerce have been monitoring the status and schedules of local businesses — <u>restaurants</u>, <u>accommodations</u> and <u>other businesses</u>. Please note that these are not comprehensive lists and that we need you to provide your Information to us. Contact <u>sally@brevardncchamber.org</u> or <u>prentiss@explorebrevard.com</u> to have your information listed.

PHASE 1 OF REOPENING OF PARKWAY

GORGES STATE PARK OPENS TODAY

recreational access to sections of the motor road previously closed to motor vehicle traffic in North Carolina. While these areas are accessible for visitors to enjoy, a return to full operations will continue to be phased and services may be limited. Access the Press Release here.

13. Trails, parking lots and visitor center restrooms will be open, even though the visitor center itself will remain closed. Inform visitors to prepare appropriately for their outdoor activities. Pack water, snacks and first aid equipment and adhere to posted safety guidelines.

ACCOMMODATIONS & RESTAURANT HUDDLE-UPS

Thank you to everyone who attended yesterday's accommodations huddle-up. In case you missed it, <u>here</u> is a recording. The restaurant huddle-up will be at 11 am on May 18.

Please register <u>here</u>.

ZOOM BACKGROUNDS

Be the envy of everyone on your next video conference with these virtual backgrounds. Click the buttons below to download these amazing views from Pisgah, or head to **ExploreBrevard.com**.







DOWNLOAD

DOWNLOAD

DOWNLOAD

HOW-TO INSTRUCTIONS

- 1.DOWNLOAD ANY BACKGROUND BY CLICKING ABOVE AND SAVING IT TO YOUR COMPUTER.
- 2. IN A ZOOM™ MEETING CLICK THE ^ ARROW NEXT TO START/STOP VIDEO
- 3. CLICK "CHOOSE A VIRTUAL BACKGROUND..."
- 4. CLICK THE "+" SYMBOL IN THE UPPER THE RIGHT HAND CORNER TO "ADD VIRTUAL BACKGROUND IMAGE"
- 5. NAVIGATE TO WHERE YOU SAVED YOUR BREVARD IMAGE AND SELECT IT.



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RESTAURANT & WATERING HOLE REOPENING HUDDLE UP

DON'T FORGET TO REGISTER



REGISTER

Transylvania County Tourism, The Brevard/Transylvania Chamber of Commerce, and the Heart of Brevard invite restaurant and watering hole owners and operators to have an open discussion about reopening and operating during Phase Two. Share best practices, discuss challenges, and more with peers.

Registration is required. Information to join this Zoom event will be provided in the registration confirmation email.

Email advance questions to clark@brevardncchamber.org



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Dear Tourism Partners.

As we progress through North Carolina's three-phased opening, we continue to have a great deal of information to share in support of your efforts. We hope you find these tools, guidance, and announcements to be helpful. This is an extremely challenging time for those in the service industry as businesses/organizations and customers must adjust to new standards and procedures. Know that you have our support and appreciation.

EXPLORE RESPONSIBLY

A key role for Transylvania County Tourism is to keep our visitors informed, which is true now more than ever. For the health and safety of our tourism industry workers, our visitors, and our public lands, our message to visitors right now is to *Explore Responsibly*.

Launched in tandem with the parks and forest reopening, this campaign includes two posters with guidelines for visitors to our area – the green being more outdoor focused and the blue more community focused. The green Explore Responsibly poster is available for pick-up at the Visitor Center, 175 E Main St, Brevard, M-F, 11 am to 3 pm. We would love for you all to share the message; through e-blasts, on social media, and at your physical business/organization. Click HERE to





download the green poster and <u>HERE</u> to download the blue poster. For more information on Pisgah National Forest, DuPont State Recreational Forest, and Gorges State Park, all of which are open with some restrictions still in place, visit our COVID-19 page <u>here</u>.

TCT ORGANIZATIONAL UPDATES

Reopening Huddle-Ups

Through the Transylvania Business Support Task Force, we have co-hosted three informative, industry-specific huddle-ups in the past two weeks. Below are links to two Zoom recordings and an article from the Transylvania Times, available for anyone who wasn't able to attend.

- The Retail Huddle Up was not recorded, but the Transylvania Times provided a write-up of the event, which can be found <u>here</u>.
- The Accommodations Huddle Up Zoom recording can be found <u>here</u>.
 The Restaurant & Watering Hole Zoom recording can be found <u>here</u>.

LOCAL FUNDING

Transylvania Tomorrow

In the first 30 days of the Transylvania Tomorrow Small Business Emergency Relief Fund, donations have totaled more than \$120,000. The program has received 103 applications, and grants have been awarded to 56 applicants. Funds will continue to be awarded every two weeks, with the next deadline on May 22. Any new applicants or past applicants who provide updated information are eligible. Click <u>here</u> for more information.

The video below was released as a promotional piece for the fund, with footage of Transylvania County and the song "Tomorrow" from Annie covered by local recording artists Woody Platt (Steep Canyon Rangers) and Shannon Whitworth (solo artist).



Transylvania Emergency Bridge Loan Program

A new local small business emergency loan program has been created for Transylvania County businesses and is now accepting applications. The Transylvania Emergency Bridge Loan Program (TEBLP) is designed to be a flexible source of short term capital to help local businesses meet pressing COVID-19 financial obligations. More information can be found here.

STATEWIDE OPPORTUNITIES

Join VisitNC's Cook It Forward Campaign

 Follow <u>#CookItForwardNC</u> on Instagram as chefs reveal their favorite dishes from their peers, serving up the unique flavors of North Carolina.

Engage by liking and sharing these Cook it Forward NC posts.

- Spread awareness within your restaurant community, inviting chefs, cooks, and pit masters to create pay-it-forward posts of their own, adhering to campaign post guidelines
 - Tagging an Image of a dish created by another tagged chef

Use #CookitForwardNC

Provide Call To Action for Instagram users to go to <u>VisitNC.com/CookItForwardNC</u>

Encourage donations to the NC Restaurant Workers Relief Fund.

Share social media posts of chefs who have been nominated from your communities, encouraging your IG followers to like and engage with the content.

Make a donation to the <u>NC Restaurant Workers Relief Fund</u>.

Count On Me NC: The NC Restaurant Promise

As North Carolina's restaurants, hotels, attractions and businesses reopen after the COVID-19 stav-at-home order. Count On Me NC is a mutual pledge and public health initiative that

a joint effort created by government and health officials in partnership with industry leaders from across the state. To become a Count On Me NC business and/or to take the Guest Pledge, click here.

ADDITIONAL INFORMATION

RECOMMENDATIONS AND BEST PRACTICES FOR RESTAURANT RE-OPENINGS

US FOOD REOPENING BLUEPRINT

BMC @ THE MOVIES DRIVE-IN EXPERIENCE

ARTIST SUPPORT PLEDGE

PHASE 3 BLUE RIDGE COMMUNITY COLLEGE SBC WEBINAR

RESTAURANT & BREAD OF LIFE PROPOSAL



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Breaking News for Restaurants and Watering Holes in NC!

We just received guidance from the NC Governor's office for restaurants to use starting in Phase Two. The document is broken into sections, with several actions being specifically required of restaurants along with additional recommendations for safety of staff and patrons. We wanted to get this information to our food and beverage operators as quickly as possible so you can plan accordingly. This very important document is linked below.

Interim Guidance for Restaurants (May 22, 2020)

Governor Cooper will be providing a briefing and update today at 5:00 pm. We hope that he will share when Phase Two will actually begin. Click here to access the briefing today at 5:00 pm. Once on the page, scroll down and hit play to start the live stream video.



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SAFER AT HOME PHASE 2

Friday, May 22 at 5 pm

The Stay At Home order has been lifted, moving into a Safer At Home recommendation, especially for people at high risk for serious illness. Teleworking is also urged when possible. Below are some of the highlights from Executive Order 141:

- Retail businesses, restaurants, personal care businesses, and pools are allowed to open at 50% capacity with distancing and cleaning requirements.
- Childcare facilities, day camps and overnight camps will be open with enhanced cleaning and screening requirements.
- Bars, indoor entertainment venues, gyms, and public playgrounds remain closed.

Mass gathering limits in Phase 2 will be no more than 10 people indoors or 25 people outdoors in most circumstances. These limits apply to the following: event venues, conference centers, stadiums and sports arenas, amphitheaters, and groups at parks or beaches.

Governor Cooper has provided a Phase 2 Overview Flyer and a list of FAO for Executive Order No. 141.

On Wednesday, we received information and specific requirements for restaurants and watering holes planning to reopen in Phase Two. These interim guidelines can be found <u>here</u>.



A key role for Transylvania County Tourism is to keep our visitors informed, which is true now more than ever. For the health and safety of our tourism industry workers, our visitors, and our public lands, our message to visitors right now is to *Explore Responsibly*. This campaign includes two posters with guidelines for visitors to our area – the green being more outdoor focused and the blue more community focused. The green Explore Responsibly poster is available for pick-up at the Visitor Center, 175 E Main St, Brevard, M-F, 11 am to 3 pm. We would love for you all to share the message through e-blasts, on social media, and at your physical business/organization. Click <u>HERE</u> to download the green poster and <u>HERE</u> to download the blue poster.

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ARTIST AND GALLERYS HUDDLE UP

Wednesday; May 27. 10:00 AM

Transylvania County Tourism, Brevard/Transylvania Chamber of Commerce, and Heart of Brevard invite fellow artists and art gallery operators to discuss challenges, best practices, and more regarding operating during the pandemic. Plus, learn more about the Artist Support Pledge from Kristen Necessary from Starfangled Press.

Registration is required. Information to join this Zoom event will be provided in the registration confirmation email.

Email advance questions to clark@brevardncchamber.org

REGISTER.



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Dear Tourism Partners.

Transylvania County Tourism is sharing the best information on new adjustments and guidelines in Phase 2 for businesses and public lands in the county. If you have any new updates on your business or organization in Phase 2, please share with Sally Burnett at <u>sally@brevardncchamber.org</u>. As always, we applaud your resilience and hope to be as helpful and informative as possible.

COUNT ON ME NC

Count On Me NC is a mutual pledge and public health initiative jointly created by VisitNC, NC Restaurant & Lodging Association, NC Department of Health & Human Services, and NC State Extension that empowers guests and businesses to help keep everyone safe and protected during this time. Become a Count On Me NC business by taking COVID-19 training developed by public health officials and food safety experts <u>here</u>. Invite your customers to take the Guest Pledge so that they can be part of keeping everyone in our community healthy <u>here</u>. Modules 4 & 5 are focused on non-food-related businesses and should be up by the end of the day on Wednesday, May 27.

BREWERY UPDATE TO PHASE 2

New guidance has been published regarding the impacts on breweries, wineries, and distilleries in Phase 2. The import of this Guidance is that eating establishments and restaurants as defined in N.C. Gen. Stat. §§ 18B-1000(2) & (6) and breweries, wineries, and distilleries permitted under N.C. Gen. Stat. § 18B-1100 et. seq. are allowed to open under Section 8(A) of Executive Order 141. The updated FAQ can be found here.

DOWNTOWN CITY OF BREVARD RESOLUTION

City Council has unanimously approved staff recommendations to create additional downtown outdoor space for restaurants and retailers at a reduced capacity for dining and shopping in Phase 2. Read more on the city resolution <u>here</u>.

PUBLIC LANDS

- On May 21, the USDA Forest Service expanded access to recreation opportunities, however facilities and services are still limited at many sites in Pisgah National Forest. Click here for the latest information.
- Most trails and areas are now open at DuPont State Recreational Forest. The Visitor Center, public restrooms, and picnic shelters remain closed as of May 26. Read more <u>here</u>.
- As of May 22, most trails and restrooms are open at Gorges State Park. Most campsites, with the exception of group campsites and group camps, are open. Click here to read full details.
- Click here to access the real time road closure map for the Blue Ridge Parkway.

ADDITIONAL INFORMATION

TODAY @ 10 AM: ARTIST & GALLERY HUDDLE-UP
TRANSYLVANIA EMERGENCY BRIDGE LOAN PROGRAM
VISITNG TRAVELER SENTIMENT SLIDES
BRCC PHASE 3 WEBINAR RESCHEDULE
TRANSYLVANIA TOMORROW SMALL BUSINESS EMERGENCY RELIEF FUND

Clark Lavalace



Dear Tourism Partners,

As new information and guidelines roll out in Phase 2 of the Safer At Home Order, Transylvania County Tourism wants to keep our tourism partners updated on the latest. Here's what we consider to be most relevant at this time. Thank you for all that you do to serve our visitors and our community.

WNC SMART RESTART GUIDE

Our neighbors in Buncombe County have provided an excellent resource for businesses and organizations as they operate during Phase Two of NC's Reopening Plan. The guide contains general information about the virus as well as industry-specific guidance for a wide range of business types. We encourage you to take a look through this information to ensure your business is well positioned to move forward safely.

OUR VISITOR CENTER TO REOPEN MONDAY, JUNE 8

The Brevard/Transylvania Visitor Center will begin a phased reopening on Monday, June 8 at 10 am. The building will be open partially to visitors, with restrooms and water bottle refill station availability.

- The hours will be M-F, 10 am-4 pm.
- Social distancing marking and protective shields have been installed. Hand sanitizer is available for visitor use.
- Visitors will have access to the building through the front door only. Public area is limited.
- Area information and resources will be available outside for easier access for visitors.
- The number of visitors allowed in the building is limited.
- Staff and volunteers will wear masks.
- Sanitizing protocols have been implemented for visitor safety.
- Masks are strongly encouraged for visitors and will be available for purchase for use at the visitor center and throughout the visitor's stay.
- Staff will continue to be available to assist visitors by phone or chat.
- Transylvania County Tourism staff will be available by appointment.

MAP OF DOWNTOWN PUBLIC SEATING

The City of Brevard is supporting downtown restaurants by creating outdoor public seating for use as restaurants reopen. Transylvania County Tourism, Heart of Brevard, and the Brevard/Transylvania Chamber collaborated on a map highlighting these spots for visitors and locals. A limited number of brochures will be available at downtown restaurants and the visitor center. Tourism-related businesses are invited to print the document to the right and share with customers.

DOWNTOWN BREVARD PUBLIC SEATING MAP



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PUBLIC LANDS

On June 1, Pisgah National Forest will open several campgrounds and recreation sites. Sliding Rock and Davidson River Campgrounds will also be open as of June 1. Some sites remain closed and facilities and services remain limited. For a complete list of trails, roads, and recreation areas that are reopening, click here.

Most trails and areas are now open at DuPont State Recreational Forest. The visitor center,

public restrooms, and picnic shelter remain closed as of May 29.

As of May 29, all trails, campsites, and restrooms are open at Gorges State Park. Click here to access the real time road closure map for the Blue Ridge Parkway.



Connestee Falls Realty and friends are offering a special way to remind us that we are all in this together.

This idea was a collaboration between local businesses inspired by children putting rainbows in their windows at home as a symbol of hope during the COVID-19 crisis.

Stickers may be purchased at Connestee Falls Realty, Studio276 or Vescovo until they are gone. Donations will go directly to the Transylvania Tomorrow Fund.

REMINDERS

If you have any new updates on your business or organization in Phase 2, please share

with Sally Burnett at sally@brevardncchamber.org.

 Count On Me NC provides a vital road map for reopening your business. At the completion of training, you'll receive a printable Count On Me certificate and be featured on VisitNC's list of participating businesses. You'll also get access to a Count On Me NC toolkit that includes social media assets and other materials to help you show guests and staff that you've gone above and beyond to protect their well-being. Modules 4 & 5 are targeted to all non-restaurant businesses. Thank you to those who are already listed on the website. Note: there may be a few days delay in completing the training and being listed. Any questions, email prentiss@explorebrevard.com.

> ADDITIONAL INFORMATION **BRCC REBOOT, RECOVER, REBUILD PROGRAM BMC DRIVE IN MOVIES & TRANSYLVANIA TOMORROW** NCDHHS STAYING AHEAD OF THE CURVE ARTIST & GALLERY HUDDLE-UP SLIDES TRANSYLVANIA EMERGENCY BRIDGE LOAN PROGRAM



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PAYROLL PROTECTION FLEXIBILITY ACT OF 2020

This federal bill was signed into law on June 5, 2020, to modify provisions related to the forgiveness of loans made to small businesses under the Paycheck Protection Program Implemented in response to COVID-19. Key aspects of the bill are as follows:

Allows forgiveness for payrolls and operating expenses up to 24 weeks after origination and extends the rehiring deadline.

 Permits up to 40% of funds to be used for operating expenses. Extends the covered period from June 30th to December 31st.

Extends loan terms from two to five years.

Permits payroll tax deferment for businesses that take PPP loans.

OUR VISITOR CENTER IS NOW OPEN

The Brevard/Transylvania Visitor Center began a phased reopening on Monday, June 8. The front portion of the building will be open to visitors for staff/volunteer assistance, as well as restrooms and water bottle refill station.

■ The hours are M-F, 10 am-4 pm.

- Social distancing marking and protective shields have been installed. Hand sanitizer is available for visitor use.
- Visitors have access to the building through the front door only. Public area is limited.
- Area information and resources are available outside for easier access for visitors.

The number of visitors allowed in the building is limited.

Staff and volunteers will wear masks.

Sanitizing protocols have been implemented for visitor safety.

- Masks are strongly encouraged for visitors and are available for purchase for use at the visitor center and throughout the visitor's stay.
- Staff will continue to be available to assist visitors by phone or chat.
- Transylvania County Tourism staff will be available by appointment.

REBOOT, RECOVER, REBUILD FOR SMALL BUSINESSES

The Small Business Center at Blue Ridge Community College has launched the R3 program to offer free business counseling to those affected by COVID-19. Availability is limited and is offered on a first come, first served basis.

- One-on-one remote counseling
- Access to industry & content experts
- 100% Confidential

Register for the professional business counseling here.

PUBLIC LANDS

 Pisgah National Forest opened several campgrounds and recreation sites on June 1. Some sites remain closed and facilities and services remain limited. For a complete list of tralls, roads, and recreation areas that are reopening, click here. Note: Sliding Rock hours are 9 am-7 pm, however sliding is not permitted. Retail and PFD rental has been suspended this season, and admission prices have been lowered to \$2.

Most trails and areas are now open at DuPont State Recreational Forest. The visitor center, public restrooms, and picnic shelter remain closed.

- All trails, campsites, and restrooms are open at Gorges State Park. The visitor center remains
- Click here to access the real time road closure map for the Blue Ridge Parkway.

with Sally Burnett at sally@brevardncchamber.org.

More than 9,000 individuals have participated in the Count On Me NC training, including the staff at our Visitor Center! We encourage all businesses in Transylvania County to participate. In the coming weeks, VisitNC will be launching a media campaign designed to attract consumers to the site and to businesses that are participating. The Count On Me NC initiative is a partnership between VisitNC, the North Carolina Restaurant and Lodging Association, NC Department of Health and Human Services and NC State University. Count on Me NC provides specific guidance to restaurants, hotels, and other businesses on best practices for the state's phased reopening. Thank you to those who are already listed on the website. Note: there may be a few days delay in completing the training and being listed. Any questions, email prentiss@explorebrevard.com.

ADDITIONAL INFORMATION BMC DRIVE IN MOVIES & TRANSYLVANIA TOMORROW WNC SMART RESTART GUIDE



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Safer At Home Phase 2 Extension Executive Order No. 147

Governor Cooper's Executive Order 147 will go into effect at 5 pm, Friday, June 26. Per the new order, North Carolina will continue to be in Phase 2 until 5:00 pm on July 17, 2020. All aspects of Phase 2 as delineated in Executive Order No. 141 remain in place. The new order includes an amendment requiring that all people in North Carolina, with some exceptions, will wear face coverings in public spaces, whether inside or outside, where physical distancing of 6 feet is not possible. The governor has provided an **FAQ** for the new order.

Guidance On Face Coverings

The NC Department of Health and Human Services (NCDHHS) has released guidance to the general public on the use of face coverings, and will make signage available to businesses. Guidance and signage are available here. Please note that citations related to this order can be written to businesses or organizations that fail to enforce the requirement to wear face coverings. However, if a business or organization does not allow entry to a worker, customer, or patron because that person refuses to wear a face covering, and if that worker, customer, or patron enters the premises or refuses to leave the premises, law enforcement personnel may enforce the trespassing laws. Read Governor Cooper's full press release here.



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