

SOUTHERN OCEAN COUNTY
CHAMBER OF COMMERCE



REFRESH 2020

INITIATIVE PLAYBOOK & TOOL KIT



[visitLBregion.com/2020-refresh](https://www.visitLBregion.com/2020-refresh)

PLAYBOOK & TOOL KIT

SUSTAINABILITY

The Southern Ocean County Chamber has served as a business and consumer resource for 106 years. We recognize the need to be the model of a viable business who can sustain a crisis. Our board and staff are prioritizing projects, which focus on a region wide strategic plan for the next five years with an understanding of Covid-19. We have been working through this pandemic as a community.

In addition to this crisis causing unprecedented business interruption, we are devastated for those who had their health impacted or loved ones lost. We have been operating under social distancing guidelines with full staff to provide solutions for each member regarding financial, marketing, staffing, and overall industry concerns.

OPPORTUNITY

While this crisis continues to present significant challenges for every business and organization in our community; we have been able to provide support with COVID19 resources and updates. We also provided visibility to members to amplify their efforts by activating branded programs and pivot to support and continue destination marketing throughout this pandemic.

Using our social media and digital platforms; we were able to present the first COVID response restaurant, craft brewery and eatery takeout and delivery index in our Now Serving Program, we launched our essential and online business members through our Fanfare announcement network and assist our Nonprofit members through our Non Profit Solutions program.

We did not cancel our iconic LBI Wedding Road Show & Party Planning Tour on April 26, but made an investment for a virtual event that drew attention across the state and the country and yielded as many decision maker leads as our previous years. We utilized our partnerships with the US SBA, New Jersey Travel Industry Association, Ocean County Tourism Advisory Board, Artpride NJ Arts History Coalition NJ Business Industry Association, as part of the Statewide Business Coalition and the Jersey Shore Recovery Coalition; to finding proactive solutions during the crisis.

READINESS

We understand each business has its own criteria for reopening or repositioning, we have prepared ways to assist.

COVID 19 Resource Response Page

Membership COVID Response Emails Updates

Social Presence

@SouthernOceanChamber
Instagram and Facebook

Direct messaging and conversations along with the REFRESH campaign that features our ability to prioritize tourism and destination marketing for 2020 season and beyond.

@LBIRegion
Instagram, Twitter and Facebook

Will carry the consumer messaging that features member summer promotion. The business resource and the marketing campaign work parallel to provide honest ongoing conversation that is inclusive of relative and creative content.

Follow us for real time updates!

MEMBER SUPPORT & 1000 CONVERSATIONS

As a membership-based organization, the Southern Ocean County Chamber of Commerce has a responsibility to our businesses, non profit, and industry partners who rely on our ability to answer the call to action whether for businesses or consumers. We are continuing to provide leadership through the crisis by generating resources, promoting businesses that are open and welcoming all with activities that are available within our community.

We have been speaking with members from across every industry in our region, including elected and appointed representatives to find the key factors and common issues to move everyone forward.

GET INVOLVED IN THE CAMPAIGN

We are with you play by play this summer, with new chapters being written to keep our campaign relevant and your feedback going. **Get on board with our first play of the season.**

CAMPAIGN OVERVIEW

Understanding that Federal and State Guidelines will play an important role in consumer confidence.

We will be launching our REFRESH 2020 campaign that prioritizes our Welcome messaging to all consumers. As both personally and professionally we move through the various phases of reopening, this initiative will allow us opportunity to encourage those who live, invest and visit our community to reconnect with us.

Our goal is to capture the conversation that allows us to bring our destination and unique assets to returning and new consumers. This integrated marketing approach that includes visual and vibrant resource material that will be tied into larger networks that will allow us to compete effectively in the summer travel marketplace and into 2021.

HOW TO GET INVOLVED - WEEKLY PLAY BY PLAYS

PLAY BY PLAY - WEEK ONE: GET PREPPED

STEP 1: REVIEW BEST PRACTICES FOR CONSUMERS

Prepare and Keep your Patrons Safe

While reopening regulations **have not been set**, use this time to view best practices that are in line within current CDC Guidelines and state ordinances, here are the most common social distancing ideas that are fueling reopening in resort areas:

- Tape marking of 6 feet apart in service, attraction and pick up queues
- Staff to regularly wipe down surfaces in timed intervals
- Allowing vulnerable staff to work remotely or in a restricted exposure capacity
- All employees required to wear facemasks
- Hand sanitizer at each at entry/exit
- Temperature checks for staff prior to shift (temp above 100.4 must not enter premises)
- Wipe down of all railing and door surfaces regularly
- Contactless Check in
- Seamless order and pick up/delivery system
- Electronic Check Out
- Self-Parking
- No Wait Scheduling for on premises activity
- Phase 1: recommends 50% capacity
- Phase 2: recommends 75% capacity

STEP 2: IDENTIFY YOUR BUSINESS PRELIMINARY PLANS

We interact with consumers on various levels, from social media to direct conversation. Our marketing efforts will rely on knowing the answers about your business.

How have you adapted social distancing?

REFRESH PLAY BOOK SOCIAL DISTANCING WORKSHEET

BUSINESS NAME:

LOCATION:

WEBSITE:

PRIMARY SOCIAL ACCOUNT:

MONITORED EMAIL OR MESSAGING ACCOUNT:

BUSINESS PHONE:

PREFERRED METHOD OF CONTACT BY CONSUMER:

SERVICE OFFERED/BUSINESS TYPE:

SOCIAL DISTANCING MEASURES YOU ARE TAKING:

ADDITIONAL OPTIONS YOU ARE OFFERING:

CONSUMER CONFIDENCE BUILDER THAT IS UNIQUE TO YOUR BUSINESS:

Above is a worksheet for the Play by Play - Week One.

Please submit your completed survey online at www.visitlbiregion.com/2020-refresh-survey

STEP 3: GOING DIGITAL WITH THE DETAILS

Prepare for upcoming launch of our new blog and consumer centric visitLBiregion.com website, as well as branded Summer Refresh Campaign on all social platforms, digitally promoted at all Tri State Travel Plazas and live linked to various travel site banner ads throughout the summer and fall. This year is all about the details. Consumers will be looking for details, so there are no surprises regarding policies and procedures from shopping, dining, check in practices and services. Our ongoing campaign will be focused on providing information to help keep comfort zones in place.

PLAY BY PLAY - WEEK TWO: MAKING A CLEAN RESTART

STEP 1: SENDING A HEALTHY MESSAGE

Tourism trends for this summer is making both employees and patrons feel comfortable and confident. We will be sharing our community safety messages from our local EMS and municipalities as the news of reopening is confirmed along with up to date beach and town ordinances on how we as a destination is responding to putting community health into all we do.

Our paid advertising will be driving visitors to our visitLBiregion website and social media channels will be refreshing what information is available or has changed. This week we are referencing key statewide recommended reopening lists for you to evaluate with your own needs:

The below resources can be found online at www.visitlbiregion.com/2020-refresh-survey-2:

- New Jersey Tourism Lodging PR Check List
- NJAA Attraction Check list
- NJRHA Safe Dining Re Opening Plan

STEP 2: ACCESS TO SUPPLIES

All the plans and check list revolve around providing additional sanitizing stations and personal use items. Does your workplace have needed items? **Let us know.**

Please submit your completed survey online at www.visitlbiregion.com/2020-refresh-survey-2

STEP 3: REOPENING THE WORKPLACE FOR STAFF

Best practice when businesses may begin to reopen for offices and workspaces have been considered. Below are some suggestions on how to share new policies and prepare our staff for a new return to work

1. Return to Work Guide list:

Crafting emails, signage and digital workbook:

- What you are doing to help keep the workplace safe and to support you- health protocols including masks, work schedule, business plan, social distancing measures.
- What new policies you expect to implement to help keep the workplace safe: remote work options, proper handwashing, social distancing, and fewer in-person meetings.

2. Review and Update Current Sick Leave and PTO Policy with your HR professional or advisor.

3. Health and Safety Guidelines - consider several levels of screening to ensure a safe workplace— self-screening, coworkers' observations at work, and employer monitoring of symptoms.

- Self-monitoring: Discuss with HR
- Employer monitoring: Employers have the authority to set up a monitoring station at the entrance

Workplace Guidelines:

- Maintain 6 feet apart from other individuals
- Supply employees with proper gloves and facemasks, especially if social distancing is not an option
- Routinely disinfect high-touch surfaces
- If possible, implement one-way walking paths
- Respect others and maintain an understanding of one another's' issues.
- Having policies in place for employers and employees to follow is important:
- Self-Screening at home
- Monitoring of symptoms (including fever) by an employee
- If the timeclock requires touching by hands, provide sanitizing wipes, and employees must wipe down after touching..