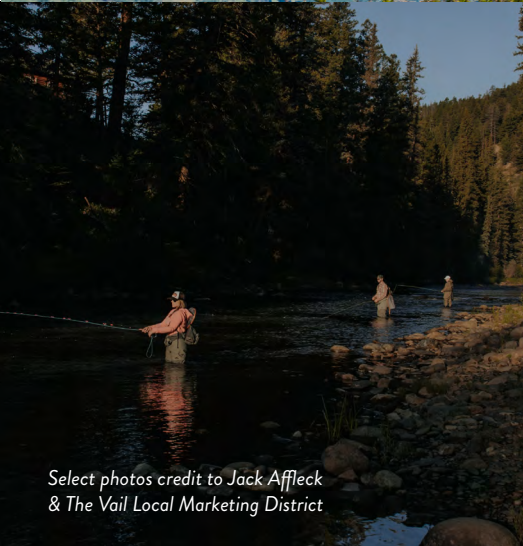




EAGLE COUNTY

Business Communication Guide





Select photos credit to Jack Affleck & The Vail Local Marketing District



Table of Contents

01

TRANSITION TRAIL MAP

Green Circle - Beginner - Phase 1
Blue Square - Intermediate - Phase 2
Black Diamond - Expert - Phase 3

02

FIVE COMMITMENTS OF CONTAINMENT

Distance, Coverings, Washing, Testing, Stay Home

03

HOW TO COMMUNICATE WITH YOUR CUSTOMERS

Website
Email
Print Advertising
Social Media
Door Postings
Customer Service
Vail Daily Bulletin

04

DOWNLOADABLE ASSETS

Door Posting Recommendations
Social Media Logos
Commitment Icons

05

EAGLE COUNTY INDUSTRIES

Industry Specific Talking Points

01

Transition Trail Map

A Phased Approach

Patterned on ski terrain descriptions that are ubiquitous to mountain resort areas, the county's Transition Trail Map lays out not only the standards that will be applied for reopening the local economy following weeks of COVID-19 lockdown, but it also includes *target dates for when the shifts will happen, as long as the disease continues to trend in the right direction.



Beginner

PHASE ONE
STARTING 4.27.2020



Intermediate

PHASE TWO
5.25.2020



Advanced

PHASE THREE
6.22.2020 *TARGET

Eagle County has created a toolkit designed to help you apply the Eagle County Public Health Orders in the unique setting of your business, and properly communicate to your employees and customers.

[BUSINESS TOOL KIT](#)

The Transition Trail Map is ever changing. To follow along with the phased approach and for more detailed information on reopening, click the button below.

[MORE INFO](#)

02

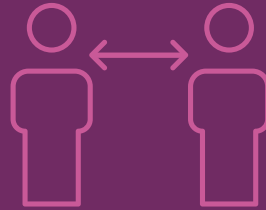
Five Commitments of Containment

FIVE 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](#)

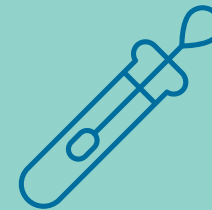
DOWNLOAD POSTER



I will maintain
6 feet of social
distance.



I will cover my
face in public.



I will get tested
immediately if i
have symptoms



I will wash my
hands often.



I will stay home
when I am sick.

03

How to Communicate With Your Customers

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 Eagle County we are asking every business post the “Our Valley Strong & Ready” poster as well as our five commitments poster in addition to any industry or operations specific information.

See page 19 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.



HOW TO COMMUNICATE WITH YOUR CUSTOMERS

Vail Daily Bulletin

The Vail Daily and Vail Valley Partnership have joined together in a program aptly named Open for Business. The bulletin seeks to communicate to the community what businesses are open and their current offerings, reinforce the message to shop local to support local business, while supporting the local business community and keeping all appropriate health safety measures in the forefront of our minds.

Please update the bulletin with your appropriate business information.

[GO TO BULLETIN](#)



OPEN
for
BUSINESS

VailDaily  **vailvalley**
PARTNERSHIP™

Vail Valley Community Bulletin Board
- Shop Local

Let the community know about your current business offerings

To enter your business, click on your industry and choose the corresponding category that fits your business. Once your entry is approved by our staff, your listing will go live.

04

Downloadable Assets

DOWNLOADABLE ASSETS

Window Stickers



DOWNLOAD NOW



DOWNLOADABLE ASSETS

Posters



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.



[DOWNLOAD NOW](#)

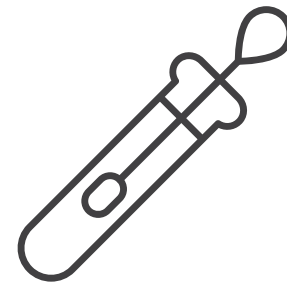
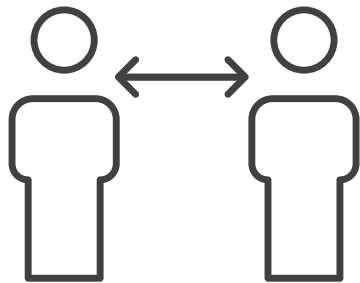
Posters



DOWNLOAD NOW

DOWNLOADABLE ASSETS

Commitment Icons



[DOWNLOAD NOW](#)

DOWNLOADABLE ASSETS

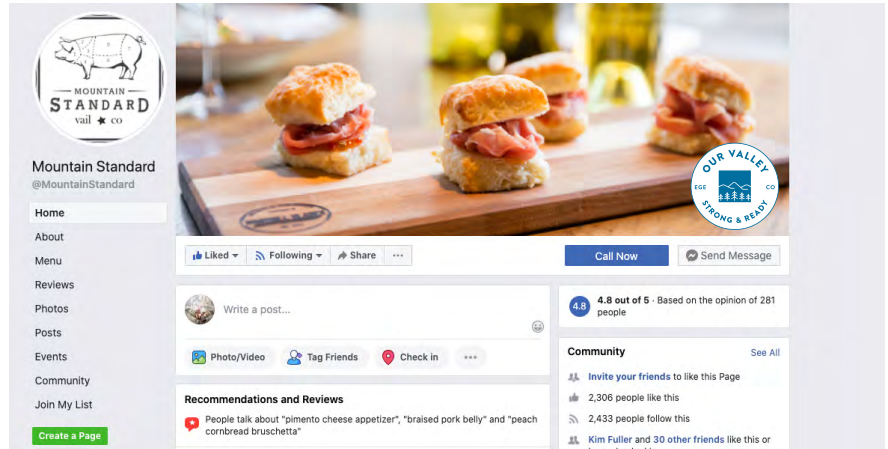
Phase Logos



155 likes
mtnstandard Who's hungry for a Mountain Standard burger today? Yup. We're back! Every day noon - 8pm for Carry Out only. Order lunch or dinner to pick up and take it to the park, on the river or bring it home! Click the link in our bio for our new carry out menu. #vailstrong #vailcolorado #backNbiz
View all 11 comments
4 days ago



155 likes
mtnstandard Who's hungry for a Mountain Standard burger today? Yup. We're back! Every day noon - 8pm for Carry Out only. Order lunch or dinner to pick up and take it to the park, on the river or bring it home! Click the link in our bio for our new carry out menu. #vailstrong #vailcolorado #backNbiz
View all 11 comments
4 days ago



DOWNLOAD NOW

05

Eagle County Industries

Restaurants

Here are some suggestions of actions you might be taking that 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 your 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.
- 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.

ECPHE Guidance



Retail

Here are some suggestions of actions you might be taking that 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 your 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.

ECPHE Guidance



Hospitality

Here are some suggestions of actions you might be taking that 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 your 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.

ECPHE Guidance



Tour Operators

Here are some suggestions of actions you might be taking that 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 your 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 patrons 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 that 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 your customers confident they will have a safe and enjoyable home buying experience.

- 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 showings to decision-makers.
- We are asking parties to wear gloves and to try not to touch any surfaces.
- We are asking sellers to have all lights and doors open for showings to minimize surface touching.
- We are utilizing telecommunications as much as possible.
- We have wipes and hand-sanitizer at the properties.
- We screen staff for symptoms.



Contact

Violations of the Public Health Order should be directed to the dispatch non-emergency line at **970-479-2201**.

General questions about the order or other local COVID-related items can be directed to **COVIDQUESTIONS@EAGLECOUNTY.US** or **970-328-9750**.

Crafted by

