NEVADA INDUSTRY PARTNERS

Rural Tourism COVID19 Reopening Plan

UPDATE June 3, 2020

NEVADA
INDUSTRY PARTNERS

REOPENING NEVADA

Nevada has long been a leader in hospitality. From blackjack tables to saloon stools, antiques to artifacts, Nevada has always welcomed visitors from around the world with a taste of wide-open freedom and rural charm. We're in a challenging time, with travel shut down across the globe and people fearing for their health and safety. We know that Nevada's tourism industry can recover, however, because we're in this together, and we are resilient, proud, strong, and resourceful.

Travel Nevada has collected best practices and suggested protocols from various service industries and health authorities. We want to empower the tourism industry to be ready when the economy reopens, and visitors begin to travel again.

BEGIN WITH THIS

Governor Sisolak provided details of a phased plan for Nevada's reopening here:

Roadmap to Recovery for Nevada



This document will be constantly updated as we continue to fight the battle against COVID-19. We share each other's losses and inspirations; the comeback of our rural communities is our priority.

This guide is intended for rural tourism-related businesses: restaurants, shops, visitor centers, museums, local attractions, and community leaders. This guide does not address the needs of a business with hundreds of employees and numerous shifts, such as casino-resorts, hotels, and chain/large restaurants.

Each county commission has ultimate jurisdiction over reopening locally, so it is important to stay aligned with local regulations and protocols. And ultimately, just because you are open, that does not mean customers will come. The fear of being exposed to COVID-19 may linger long after the economy has reopened. It will be imperative to take steps to relieve those fears, conveying a unified message of safety throughout the state. This message applies to customers and employees alike and will help us move forward through the reopening phases as outlined by the governor. We invite our tourism partners around the state to review and implement these suggested best practices as applicable to your business.

We must empower our industry to be ready when the economy reopens, and visitors begin to travel again. This guide is intended for rural tourism-related businesses: restaurants, shops, visitor centers, museums, local attractions, and community leaders. This guide does not address the needs of a business with hundreds of employees and numerous shifts, such as casino-resorts, hotels, and chain/large restaurants. Each county commission has ultimate jurisdiction over reopening locally, so please check with your county website for additional guidelines.

Opening will mean meeting and exceeding a new set of customer expectations. The fear of being exposed to COVID-19 may linger long after the economy has reopened. It will be imperative to take steps to relieve those fears, conveying a unified message of safety throughout the state. This message applies to customers and employees alike and will help us move forward through the reopening phases as outlined by the governor. We invite our tourism partners around the state to review and implement these suggested best practices as applicable to your business.

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RESTAURANTS

- Ensure that employees know their responsibility to monitor their health, to not report to work if feeling ill, and to report COVID-19 cases to the proper health authorities. This might include updating sick leave policies and communicating them to your employees.
- Train employees on proper sanitation and cleaning procedures, per the CDC guidelines.
- Take the time before you reopen to train employees and convey customer expectations to them. Provide the proper sanitation supplies and personal protective equipment (PPE) if necessary. Recent traveler-sentiment studies show that lax cleanliness by employees will affect future consumer decisions.
- Encourage restaurants to continue curbside pickup for orders even after dine-in and on-site ordering is reinstated.
- Consider delivery service, depending on the capability of your business.
- Offer single-use condiments and disposable menus to reduce repeated contact.
- Display signage about your sanitation procedures and employee hygiene regulations.
- Reconfigure your floor plan. Businesses will be expected to limit occupancy to half the fire-code occupancy level. This may require removing dining tables, blocking off certain areas, or removing chairs from bar areas. Waiting areas may need to be removed to discourage congregating, or consider providing outdoor waiting areas with enough room to allow for proper social distancing.
- Consider instructing customers to wait in their cars until they receive a text or a call that it is their turn to be seated.
- Cashier stations should have plexiglass partitions.
- Encourage restaurants to rethink salad bars and self-serve stations. Swap out for grab-and-go, premade items or have an employee serve the food with plexiglass protecting the food handling station from the customer area.
- Consider limiting dining experiences to 90 minutes to allow time for cleaning between dining parties. Convey this to the customer before they place their order.
- Consider closing for brief cleanings throughout the day. Communicate your cleaning schedule through your website, social media, and on-site.
- If you have multiple entrances, mark one as entrance, and one as exit to limit the close interaction between guests entering and exiting.
- Adopt contactless payment methods. This may mean adding payment functionality to your website and enabling online ordering. This may require installation of contactless payment credit card terminals. Small businesses may benefit from app-based payment methods such as PayPal for Business or Venmo. Communicate your accepted methods of payment online, on social media, and point-of-purchase signage.

ADDITIONAL RESOURCES

National Restaurant Association Reopening Guidance

Food and Drug Association Best Practices

ServSafe Training

VISITOR CENTERS

- Consider closing for brief cleanings throughout the day. Communicate your cleaning schedule through your website, social media, and on-site.
- If you have multiple entrances, mark one as entrance, and one as exit to limit the close interaction between guests entering and exiting.
- Reconfigure your floor plan. Businesses will be expected to limit occupancy to half the fire-code occupancy level. If your establishment does not allow for social distancing, post a sign outside advising people to wait their turn.
- Collateral racks may have a sign stating: "If you touch it, you take it." Consider replacing racks with a display case so visitors can point out which brochure they want and an employee can hand out the material while wearing gloves to ensure no cross-contamination. Alternatively, assemble prepackaged visitor packets.
- Note that, according to ***Certified Folder Display Service***, printed collateral is considered to be a low-impact surface.
- Adopt contactless payment methods. This may mean adding payment functionality to your website and enabling online ordering. This may require installation of contactless payment credit card terminals. Small businesses may benefit from app-based payment methods such as PayPal for Business or Venmo. Communicate your accepted methods of payment online, on social media, and point-of-purchase signage.
- Cashier stations should have plexiglass partitions.
- Employees should wear a mask and gloves, per the governor's direction. Gloves should be worn when handing collateral to visitors. Visitors should be encouraged to wear a mask.
- ***No samples or free tastings of beverages or food.***
- Ensure that employees know their responsibility to monitor their health, to not report to work if feeling ill, and to report COVID-19 cases to the proper health authorities. This might include updating sick leave policies and communicating them to your employees.







RETAIL

- Cashier stations should have plexiglass partitions.
- Consider closing for brief cleanings throughout the day. Communicate your cleaning schedule through your website, social media, and on-site.
- Establish special business hours for vulnerable populations and communicate those hours through the channels listed above.
- Hand sanitizer at counters and throughout business.
- Adopt contactless payment methods. This may mean adding payment functionality to your website and enabling online ordering. This may require installation of contactless payment credit card terminals. Small businesses may benefit from app-based payment methods such as PayPal for Business or Venmo. Communicate your accepted methods of payment online, on social media, and point-of-purchase signage.
- Reconfigure your floor plan. Businesses will be expected to limit occupancy to half the fire-code occupancy level. Have arrows pointing the flow of traffic you prefer for guests to walk around your shop.
- If you have multiple entrances, mark one as entrance, and one as exit to limit the close interaction between guests entering and exiting.
- Employees should wear a mask and gloves, per the governor's direction. Gloves will be a must when handling items to visitors. Visitors should be encouraged to wear a mask.
- ***No samples or free tastings of beverages or food.***







MUSEUMS

- Employees should wear a mask and gloves, per the governor's direction. Gloves will be a must when handling collateral to visitors. Visitors should be encouraged to wear a mask or if possible, include a mask as part of the entry fee.
- Adopt contactless payment methods. This may mean adding payment functionality to your website and enabling pre purchase. This may require installation of contactless payment credit card terminals.
- Reconfigure your floor plan. Signage for preferred entrance and exit points. Place arrows directing the flow of the preferred walking traffic thought out the museum.
- Add a time slot reservation system to your website.
- Provide outdoor waiting areas with enough room to allow for proper social distancing.
- Consider instructing customers to wait in their cars until they receive a text or a call that it is their turn to check in.
- Visitors should maintain 6 feet of distance between one another.
- Take the time before you reopen to train employees and convey customer expectations to them. Provide the proper sanitation supplies and personal protective equipment (PPE) if necessary. Recent traveler-sentiment studies show that lax cleanliness by employees will affect future travel decisions.
- Interactive exhibits that are touched by visitors should have hand sanitizers and guidance on how to properly disinfect.
- Cashier stations should have plexiglass partitions.
- Consider closing for brief cleanings throughout the day. Communicate your cleaning schedule through your website, social media, and on-site.
- In theaters, encourage visitors to sit at every other sit or reconfigure the seating plan.

ADDITIONAL RESOURCES

Alliance of Museums Guide







ACTIVITY VENDORS

- Provide cleansing wipes and alcohol-based hand sanitizer throughout your business.
- Consider closing for brief cleanings throughout the day. Communicate your cleaning schedule through your website, social media, and on-site.
- Consider instructing customers to wait in their cars until they receive a text or a call that it is their turn to check in.
- Adopt contactless payment methods. This may mean adding payment functionality to your website and enabling online ordering. This may require installation of contactless payment credit card terminals. Small businesses may benefit from app-based payment methods such as PayPal for Business or Venmo. Communicate your accepted methods of payment online, on social media, and point-of-purchase signage. Sanitize payment stations after each transaction.
- Cashier stations should have plexiglass partitions.
- If you have multiple entrances, mark one as entrance, and one as exit to limit the close interaction between guests entering and exiting.
- Ensure that employees know their responsibility to monitor their health, to not report to work if feeling ill, and to report COVID-19 cases to the proper health authorities. This might include updating sick leave policies and communicating them to your employees.
- Train employees on proper sanitation and cleaning procedures, per the ***CDC guidelines***.
- Take the time before you reopen to train employees and convey customer expectations to them. Provide the proper sanitation supplies and personal protective equipment (PPE) if necessary. Recent traveler-sentiment studies show that lax cleanliness by employees will affect future travel decisions.
- Employees should wear a mask and gloves, per the governor's direction. Gloves will be a must when handling collateral to visitors. Visitors should be encouraged to wear a mask, if possible, include a mask per person as part of the activity charge.
- Provide disposable briefing cards for guest information.
- Limit physical interaction, including refraining from taking photos with guest's camera, mobile phone, etc.
- If applicable, food and beverage service should be limited to pre-packaged food or drinks, and should be distributed by an employee wearing gloves and appropriate protective equipment.
- Sanitize all rental equipment before and after each use to limit cross-contamination.
- Employees should be subject to a daily temperature check, and if applicable, customers should be also checked for temperature.
- If ground transportation is necessary, vehicles should be sanitized before and after each trip.
- Provide options for private tours, limit tours to allow guests to have plenty of social distance space.

ADDITIONAL RESOURCES

CDC Guidelines

EXAMPLES

Maverick Helicopters

Pink Jeep Tours

LODGING

The lodging industry has extensive guidelines in place that go well beyond what is listed below. Be sure to check guidelines from the American Hotel & Lodging Association and the Nevada Resort Association.

- Employees should always wear a mask; front desk staff should also wear gloves.
- If you plan to recycle room keys, sanitize room keys before handing them to customer.
- No self-serve breakfast stations, an employee should be serving food and following proper food and drug association best practices.
- Housekeeping should not enter guest rooms during a stay; convey to guests upon check-in that there will be no daily housekeeping and they should contact the front desk for any requests.
- Consider blocking every other room to minimize interaction between guests.
- Reduce or eliminate seating in the lobby area to allow for proper social distancing.

ADDITIONAL RESOURCES

American Hotel & Lodging Association Guidelines

Nevada Resort Association

Stay Safe Report







OUTDOOR RECREATION

Nevada is known for its wide-open space and seemingly endless recreation opportunities.

Residents and visitors alike are already flocking to well-known recreation areas to enjoy the great outdoors, and overcrowding may become a health threat if not carefully managed.

It will be imperative to communicate health and safety measures during this time of high demand for outdoor recreation.

We recommend creating a fact sheet of alternative locations visitors can explore in your area when parks or other well-known recreation areas are at high capacity.

ADDITIONAL RESOURCES

Nevada State Parks

Bureau of Land Management

US Forest Service

National Park Foundation

Outdoor Press Release



SPECIAL EVENTS

When organizing and planning your next special event, ask yourself the following questions:

- What stage of reopening are you in, and how many people can safely gather in one area?
- Can you gatekeep open areas to ensure those entering the area may properly social distance?
- How will large gatherings be asked to disperse?
- Can you create numerous gathering areas to encourage attendees to disperse?
- Does your venue offer enough space for adequate social distancing?
- How will you monitor the food and beverage handling protocols?
- How will you monitor vendors to ensure they are following proper sanitation measures?
- Do you plan to encourage everyone to wear face masks?
- Can you establish contactless payment options for vendors?
- Consider ticketing to regulate the number of attendees.





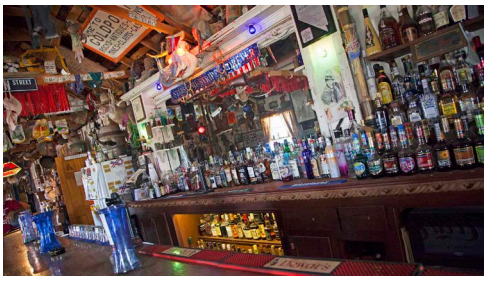


BARS & SALOONS

- Ensure that employees know their responsibility to monitor their health, to not report to work if feeling ill, and to report COVID-19 cases to the proper health authorities. This might include updating sick leave policies and communicating them to your employees.
- Train employees on proper sanitation and cleaning procedures, per the CDC guidelines.
- Take the time before you reopen to train employees and convey customer expectations to them. Provide the proper sanitation supplies and personal protective equipment (PPE) if necessary. Recent traveler sentiment studies show that lax cleanliness by employees will affect future consumer decisions.
- disposable menus to reduce repeated contact.
- Reconfigure your floor plan. Businesses will be expected to limit occupancy to half the fire-code occupancy level. This may require removing tables, blocking off certain areas, or removing chairs from bar areas. Waiting areas may need to be removed to discourage congregating, or consider providing outdoor waiting areas with enough room to allow for proper social distancing.
- Consider instructing customers to wait in their cars until they receive a text or a call that it is their turn to be seated.
- Adopt contactless payment methods. This may mean adding payment functionality to your website and enabling online ordering. This may require installation of contactless payment credit card terminals. Small businesses may benefit from app-based payment methods such as PayPal for Business or Venmo. Communicate your accepted methods of payment online, on social media, and point-of-purchase signage.
- If you have multiple entrances, mark one as entrance, and one as exit to limit the close interaction between guests entering and exiting.
- Consider closing for brief cleanings throughout the day. Communicate your cleaning schedule through your website, social media, and on-site.
- Cashier stations should have plexiglass partitions.
- Patrons will not be allowed to walk up and order at the bars, but they may sit and be served at a bar top if appropriately distanced from one another – 6 feet apart. No congregating.

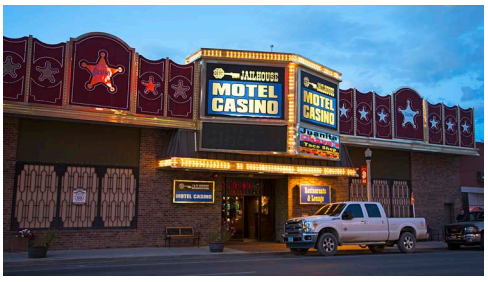




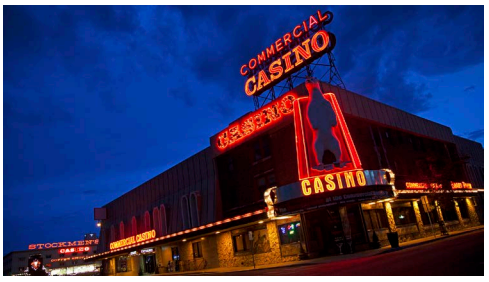


GAMING

- All gaming operation protocols must be approved by the Gaming Control Board.
- Slot machines will be turned off and/or reconfigured to allow for physical separation between guests. Casino Supervisors and managers should ensure that guests do not congregate around slots.
- Slot attendants to offer to sanitize slots for guests sitting down at a machine.
- Slots to be sanitized at least once every couple of hours.
- Slot supervisors to complete a log in each section to track each machine's sanitization schedule.
- Hand sanitizer dispensers to be placed throughout the slot floor and ATMs.
- Signage will be placed throughout the slot floor to remind guests to sanitize slot machines before use or contact a slot attendant for assistance
- Table games will have chairs removed and every other table will be open. Casino Supervisors and managers should ensure that guests do not congregate in groups.
- Sanitize table game rails after each guest leaves a game.
- Dealers to sanitize dice for each new shooter.
- Dealer to sanitize the on/off button when entering a game.
- Dealer to sanitize the exterior of the card shoe when entering a game and the interior of the card shoe when the game goes dead.
- Sanitize the outside of shufflers every couple hours; inside to be sanitized once per week.
- Roulette wheel head, ball and dolly sanitized when a new dealer enters the game.
- Pai Gow tiles sanitized when new dealer enters game.
- Pit Podiums to be sanitized by every hour including phones, computers, all hard surfaces and cabinetry.
- Dealer to sanitize the money paddle when arriving at the game.
- Baccarat discard pile and BJ discard holders to be sanitized by supervisor once every couple of hours.
- Dealer to sanitize toke boxes when entering a game.
- Employees to sanitize tables and chairs after using.
- Player's lounge to be deep cleaned daily.
- Every other betting station open.
- Six-foot intervals to be marked for ticket window queues.







BEST PRACTICES

As we start to open our tourism doors, a welcoming message should be encouraged. Here are some suggestions on how your community can come together.

- Organize a town hall meeting to educate locals on the importance of tourism to your community. It is very likely that residents will reject the idea of outside visitors to their community, especially in the early stages of reopening. A staff member from Travel Nevada can assist with talking points or be present if you want assistance with a public presentation.
- Let locals know of the steps you will be taking to keep everyone safe.
- Knowledge is power. Post informational material publicly about how the virus is transmitted and its symptoms. Require that your employees are respectful to all visitors; if you plan to be open to the public, remind employees that everyone is welcome.
- Encourage businesses to post welcoming tourism messages; hospitality will be highly noticeable as Nevada reopens.
- Do not be afraid to communicate when an area is over-crowded and provide an alternative location instead. Residents should be confident that their CVB or tourism authority is not going to endanger them with overcrowding.

ADDITIONAL RESOURCES

U.S. Travel Association Industry Guidance

Coronavirus Cases by County

COMMUNICATIONS

Communication will be key to implementing all these measures and keeping your residents and visitors safe.

- Signage can be an easy way to communicate expectations, regulations, and limitations.
- While this guide uses a lot of serious, dry terms and phrases, we don't want our visitors to feel like they're walking through a health department when they step foot in a tourism-related business in Nevada.
- Put a fun spin on signage; get creative with how you communicate with visitors.



To take the **COVID-CAREFUL PLEDGE** please email your re-opening safety plans to ***Yennifer Diaz,*** ***ydiaz@travelnevada.com*** or ***Juraj Sojka,*** ***jsojka@travelnevada.com***. We will email you a printable sign for your place of business.

SOME IDEAS

Best practices for your safety and ours:

- **Back up, cowboy!** Let's stay 6 feet apart from each other.
- **Handy tip:** Put both of yours under the faucet with soap and count to 20 (about the time it takes to sing the chorus of "Home Means Nevada").
- **No germs allowed!** Cover your face when sneezing/coughing or wear a face mask to be safe
- **"Can't touch this."** Unless you carry hand sanitizer.
- **Is it hot in here or is it just me?** Check your temperature — if it is higher than 99 F (37.2 C) you're better off staying home and monitoring your temperature every 2 hours.
- **Do the five:**
  - HANDS – Wash them often.
  - ELBOW – Cough into it.
  - FACE – Don't touch it.
  - FEET – Stay 6 feet apart.
  - FEEL SICK? – Stay home!

SEE PRINTOUTS OF BEST PRACTICES ON THE FOLLOWING PAGES.

Best practices for your safety and ours

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