



April 24 2020

## How Can Explore Asheville Better Serve You? Take Our 5-Minute Survey

Throughout this public health and economic crisis, the team at Explore Asheville has remained focused on supporting our community's businesses and the more than 18,000 individuals whose jobs depend on visitors.

Please take 5 minutes to complete our survey to share how your business is faring and what resources we may be able to help you with. **Your feedback will help inform our work plans the next few weeks, especially as public health officials consider when and how to begin lifting restrictions.**

[Take the Survey >>](#)

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## Reopening Your Business: Industry Town Halls on Tuesday April 28

What would you need to reopen your business quickly and safely?

As Buncombe County public health officials consider lifting restrictions in the coming weeks, they want to hear your ideas and strategies around reopening and recovery – items like operational changes and challenges and needed resources for employee and workplace safety.

The County is hosting a series of industry-specific town halls on Tuesday, facilitated by Asheville Area Chamber of Commerce via Zoom video conference. Business owners, managers or senior leadership in the following broad categories are urged to join the session that fits you best. (If you are unable to attend but would still like to offer input, email [business@buncombecounty.org](mailto:business@buncombecounty.org).)

- **Arts/Entertainment/Recreation Town Hall**  
Tuesday, April 28 – 9 a.m.

[>> Register here](#)

- **Retail Town Hall**  
Tuesday, April 28 – 11 a.m.  
[>> Register here](#)
- **Lodging Town Hall**  
Tuesday, April 28 – 1 p.m.  
[>> Register here](#)
- **Restaurants Town Hall**  
Tuesday, April 28 – 2:30 p.m.  
[>> Register here](#)

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## North Carolina's vs Buncombe's Stay Home Orders: A Quick Primer

On Thursday Governor Roy Cooper extended, through May 8, [North Carolina's Stay At Home](#) order and the orders requiring the closure of restaurants for dine-in service and bars and other close-contact businesses.

**The Governor's order is not be confused with [Buncombe County's Stay Home, Stay Safe](#) order**, which is more restrictive and in effect until rescinded.

One key component of the local order: **It prohibits leisure and recreation travelers from visiting Buncombe County.** Hotels and motels, bed & breakfasts, STRs, campgrounds, homestays, and other paid lodging facilities **can only accept guests engaged in essential work or activities.** They can also accept local residents who must be isolated or quarantined due to, for example, a family member in the home with COVID-19.

Governor Cooper's and Buncombe County's orders share this similarity: Decisions about when and how to lift restrictions will be based on data.

[>> Read about the Governor's plans here](#) and see [accompanying information here](#).

[>> Read more about Buncombe County's current order here.](#)

[>> Check out our Lodging Operators Compliance Toolkit here.](#)

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## Upcoming & On-Demand Webinars include Panel Discussion on Asheville's Resilience

Explore Asheville President & CEO Stephanie Brown will be a panelist on a Leadership Asheville Virtual Buzz Breakfast discussion focused on Asheville's health, economy and resilience on Tuesday, April 28 at 8:30 a.m. Other panelists will be Dr. Jennifer Mullendore, Interim Health Director and Medical Director of Buncombe County Health & Human Services, Kit Cramer, President & CEO of Asheville Area Chamber of Commerce, and Jim Fox, Senior Resilience Associate, NEMAC+FernLeaf. [>> Register here to attend the free Zoom conference.](#)

### Seeking more opportunities for information and interaction related to COVID-19?

Check out a roundup of free [Webinars & Virtual Forums](#) on our industry website for other upcoming live events, as well as those available on-demand, including:

- **NC Tourism Legislative Update:** Hosted by Visit NC with panelists Brian Lewis, NC Travel Industry Association, Lynn Minges, NC Restaurant & Lodging Association, and Kara Weishaar, NC Travel & Tourism Coalition.
- **Changes in Employment Laws Related to COVID-19:** Hosted by UNC Asheville's Family Business Forum and featuring McGuire, Wood & Bissette attorneys Sabrina Rockoff and Murphy Fletcher.
- **SBA Assistance in Response to COVID-19:** Discussion with the district director of the NC Office of the U.S. Small Business Administration, Thomas A. Stith III, hosted by the Asheville Area Chamber of Commerce.



The banner features the 'TOURISM BUILDS COMMUNITY' logo on the left, the 'Explore ASHEVILLE Convention & Visitors Bureau' logo in the center, and a Facebook logo with the text 'Connect with us on Facebook.com/AshevilleCVB' on the right. The background is a scenic view of Asheville mountains.

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