



July 17, 2020

## Governor's Phase 2 Order Is Extended; Find Resources for Operating Safely Here

With cases of COVID-19 continuing to increase across the state, Governor Roy Cooper and N.C. Dept. of Health & Human Services Secretary Dr. Mandy Cohen have announced that North Carolina's Safer at Home Phase 2 order, originally scheduled to expire at 5 pm today, will remain in effect through at least August 7.

The need to operate safely to protect employees, visitors, and the community at large is greater than ever. Here's a roundup of resources and information.

### **PPE Bulk Purchasing: Participate in Survey by July 20**

Does your business need access to affordable supplies and Personal Protective Equipment in order to continue to operate safely? Information is being collected via a regional survey to aid in the development of bulk purchasing opportunities. DEADLINE to complete the quick survey is July 20. [Take the survey now.](#)

### **New Signage on Face Coverings & Other Available Tools**

Buncombe County Health & Human Services and Buncombe County Government have added [new signage and other information](#) to help businesses operate safely. Items are available in English, Spanish, and Russian, including:

- Signage in a variety of formats on face covering requirements, the "Three Ws," and more
- Employee health screening tools

Note: Explore Asheville is working closely with Buncombe County public health officials to install panels on kiosks in downtown, Biltmore Village and Black Mountain that feature a safety message that focuses on the mask mandate. Installation will take place next week.

## **The Stay Safe Pledge: Facebook Profile Frame Added to Toolkit**

The Asheville Cares Stay Safe Pledge is continuing to be used by businesses in our community. We've spotted the Pledge in storefronts and marquees, on websites and menus, in e-newsletters and social media. Customized or generic versions of our Pledge are also being used in destinations across NC and even the U.S., and it's been recognized by the [U.S. Travel Association](#) as well as [Destinations International](#).

We invite you to recommit to using the Stay Safe Pledge to communicate a shared responsibility to safety. Versions are available for all municipalities in Buncombe County, along with a generic "We Care" pledge. Here's more:

- [Stay Safe Pledge Toolkit](#), now with a Facebook Profile Frame along with website badges, posters, flyers, and a social media post.
- [Stay Safe Pledge Overview](#)
- [Stay Safe Pledge How-To Webinar for Partners](#)
- [Consumer-facing Asheville Cares Stay Safe Pledge on ExploreAsheville.com](#)

## **Smart Restart Toolkit**

A regionwide collaboration of organizations including Explore Asheville worked together to develop the [Smart Restart Toolkit](#), a general guide for reopening or operating, launched when Phase 2 first began on May 22. [Sections of the Smart Restart Appendix](#) include content developed by tourism industry stakeholders.

## **Got Questions? Need More Help?**

'Tis the season for back-to-school – even for grownups – and Explore Asheville is here to continue to support you with tools, information, resources, and other help. Watch for information on upcoming virtual webinars for partners on a variety of topics. Until then, if you have questions or ideas on how we might assist you, [let us know](#).

## **And Speaking of Back-To-School . . .**

It's been a beloved annual tradition here at Explore Asheville to host a hospitality industry back-to-school backpack drive at our Summer Social. While we won't be able to celebrate together this year, we can all still pitch in – virtually! – to help local students with the basic supplies to succeed academically. Shop online or make a financial contribution to United Way's School Supply Drive with just a couple of clicks. **The deadline to donate is July 24.** Learn more [here](#).



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