



Visit Concord Crisis Plan

March 24, 2020

Coronavirus / California Shelter in Place Order

As the novel coronavirus (COVID-19) situation continues to evolve, Visit Concord is closely monitoring the latest developments. The safety and well-being of our community, visitors, guests and staff is our number one priority and we urge everyone to take the necessary precautionary measures for “Shelter in Place” ordered by California Gov. Gavin Newsom to stay home indefinitely to slow the spread of coronavirus. Exceptions involve only essential trips, such as those for grocery shopping and emergency health care appointments.

1. Put Community First – Partner with city officials and Chamber of Commerce to ensure a unified front, consistent messaging and coordinated effort for the community.
2. Shift Communication Strategy – Provide community service updates through the website, weekly eblast and social media. Keep current with advisories, community news, resources, services and other helpful information. Postpone in-person events and meetings through quarantine period, reschedule or TBA. Keep the tone positive, empathetic, community-oriented and non-promotional.
3. Hold Daily Virtual Meetings – Connect with team on a daily basis through virtual meetings to share updates, information, objectives and planning strategies. Stay informed and shift focus as needed.
4. Reach out to Partners – Stay connected with all partners and stakeholders. Update deliverables and make changes to upcoming schedules as needed.
5. Support Hotel and Industry Partners – Maintain daily contact, offer help, insight and support.
6. Support Essential Service Providers and Partners – Help spread the word when there is a need for volunteers, services or goods, as well as spotlight and generate support for the front-liners out working in the trenches every day.
7. Support Community Businesses and Organizations – Reach out to main attractions, restaurants, tourism businesses and local schools to offer any assistance.
8. Things to do Right Now – Create and update lists of fun activities that can be done in compliance with shelter in place restrictions.
9. Look Ahead – Plan tentatively ahead for future events, projects and initiatives while staying adaptable to potential change.
10. Recovery Phase – Implement pervasive marketing, promotional and outreach plans to jump-start Concord’s economic recovery.