The City of Montrose

Montrose Business Update

10 June 2020 / 8:30 AM / Zoom Webinar

PANELIST

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AGENDA

Chelsea Rosty, City of Montrose

Introductions

Mari Steinbach, Montrose Recreation District

- We are operating at our new normal, and we are happy to be there for our people and greeting them at the door.

- It is so critically important for all of us to be absolutely adaptable and nimble.

  ○ Things change very very quickly
• We attended professional webinars and rallies to talk and support our other parks and recreation agencies all across the country, the state and regionally.

  ○ When we say we’re all in this together, we mean parks and recreation professionals are all in this together.

  ○ We talked about methods that they were seeing, what do you see working in your community and where are you at, which was very helpful.

• What does our reopening look like in regard to Montrose Recreation District

  ○ As of June 2nd, we reopen the Recreation center. We have registration slots.

    ■ When we opened we could only accommodate 50 people, including our staff in the entire building

    ■ That was far from our 2,000 people capacity

  ○ We have the fitness floor set up, the fitness equipment downstairs on the gym floor and that’s what we opened first

  ○ Our staff loves our participants so much and care so deeply. We kinda feel bad for these 70 some people per day that we’ve had fulfilling those slots because our staff just lurks behind them, waits for them to get off the machines so they can clean that machine, disinfect it and have it ready for the next person.

  ○ It has been so different but also so grounding, to have the personal contact, the one on one relationship building that we’re able to have right now.

• Last week we were cleared to have 50 people per room in the facility.
We’re treating aquatics and the fitness floor as two entirely different rooms.

This past Monday, we were really excited to be able to open the aquatics section of the CRC just for fitness.

- That means one person per lap lane, again we did registration, and all slots were full almost immediately.
  - Shoutout to the Montrose Press for doing a great story on us that ran in this morning's paper.
  - We’ve got the lazy river going, we’ve got the warm water therapy pool going so folks can get in and move their bodies. Get that stretching and flexibility back.

Next Monday we will be opening the outdoor pool, and we will have a limit of 25 people per time slot. We’ll be handling registration slots a little bit differently. They can call over to the field house or just show up and we’ll be able to take 25 people at a time.

- We have 50 tables spread for family units.
- The 22nd we plan to open the slide and splash pad too.

- We have sports coming up and summer enrichment camp. Summer enrichment is starting as of the 15th and at the same time we are opening the outdoor pool, Weehawken Arts is already back and operating out of the field house.
  - Adult softball starts up on the 15th – if you haven’t gotten your team in or you know you want to play, get that all squared away
  - We have Youth Sports beginning on June 22nd. That includes tball, and Youth Baseball and Softball.
We’ve been working diligently throughout this entire closure on our Capital Improvement Project down at Holly Park.

Jim Austin, Montrose County Public Health

- Montrose County does not have our own public health order. Rather we follow the State Public Health order. Since this was issued, it’s been amended six times. It can be challenging just to keep up with the changes, not only in the order itself but in the state often writes guidance documents to flush out the details. Just trying to stay on top of these changes is not only a challenge for me as well as also taking all kinds of business inquiries.

- I wanted to talk just a minute about the current variance we have from the state public health order as well as the new variance request we just put in a several days ago.

  - Back in May we applied for a variance from the order for three types of businesses
    - Gyms
    - Churches
    - Restaurants

  - We received a variance from the state health department, they have to approve it, and our variance was effective May 24th and it relaxed some of our requirements.

  - In the meantime, now the order has been changed an additional two times. The way we are treating thi, and using gyms for example. The newest order which was amended this last Friday the 5th, gives some additional latitude to gyms, which included recreation centers.
○ Looking at our Montrose County variance for gyms or the State order – whichever is more relaxed or provides the least restrictions, that is the standard we’re using. That's true for gyms, restaurants, and churches.

○ For gyms, some things have really opened up, as far as personal recreation activities, and also there is a section on allowable outdoor recreation activities that includes hot springs and outfitters and guide services.

○ Click here for the latest Amended Public Health Order.

○ Some activities are explicitly defined in the order, so we have to take a close look at those. I (Jim Austin) am glad to talk to people, and I like to follow up with an email so you have it in writing.

_Caitlyn Love, City of Montrose_

- Montrose Tourism

  ○ 12-20% of Montrose Sales Tax from Tourism

    ■ Not as high as other communities in the state, but still a good portion of sales tax funds.

    ■ We want to recognize how vital tourism is to business in our community and it does play a role in our communities mid to long term goal in recovery during COVID.

  ○ Inward/Outward approach

    ■ Inwards - When COVID hit, we released the Business Recovery Plan, which included three efforts in that plan.

      • Tax Deferral Program
Marketing COOP

Emergency Loan Fund

When we normally would have been promoting to different states and different regions, even neighboring communities, we really kept that money inward so that businesses could benefit and take advantage of those programs.

Outward - we are talking about collaborations with neighboring communities, welcome back campaigns to really get people thinking about traveling.

- Someone may have already put in a week's vacation, maybe they’re not going to Hawaii, but they want to travel within the State, we want to be at the forefront of people’s minds when they think of places to go to.

Upcoming Projects

Collaborations

- We are looking at a marketing collaboration between us, Ridgway, and Ouray.
  - Promote each destination to local/regional residents
  - Quick day/weekend road trips
  - Itineraires for each community with featured destinations/attractions/eateries.

Welcome Back Campaign

- “You’ll See Why”
○ We want to empathize with the visitors and the travelers who maybe had plans that were cancelled. We know how that feels because we too had vacations lined up.

○ We want to show that you’ll see why the wait was worth it and that we’ll take care of you with our restaurants and businesses.

■ Colorado Tourism Office
  ● Phased Approach
  ● “Care for CO”

○ This is a program that the Colorado Tourism Office launched very recently and it is to keep people safe during travel, and to educate them and inform them on how to treat communities, how to be safe with one another and how you should act in these communities.

■ 5 Steps for Responsible Travel

■ Are You Colo-Ready

● Here are some posters that any businesses can print out

Resources and Questions

● Where do I go to register? – (Mari Steinbach) Go online to https://montroserec.com and it will walk you through. I will say that the registration for time slots is pretty cumbersome. We were one of the first agencies in the country to use our software registration in the facility management. If you have any questions, call us! Our
Customer Service Reps are ready to help people get through the doors. When you get to the center, they do have to go through full screening, which includes temperature checks, they must wear masks upon entry and when exiting the building, anytime they’re moving through the building. We have masks on hand to give to people that don’t bring their own.

- **What are the timeslots throughout the day?** - (Mari Steinbach) About an hour and fifteen minutes for working out, and an hour and 45 minutes for aquatics. Somewhere between an hour and two hours. You can use various pieces of equipment, so you don’t have to stay on one.

- **When the current order came out for restaurants, it requires customers to wear masks to and from tables, and to the restrooms. Where are we now with the current health order when it comes to customers wearing masks.**
  - Our variance request in May required customers to wear face masks/coverings until they’re seated. Well in the meantime, the State Public Health Order has been amended and they relaxed that requirement. Now customers are **encouraged** to wear face coverings. Since the encouragement is the least restrictive, this would apply in Montrose.

- **What is the status of us being able to have more people?** - (Jim Austin) We addressed that across the board in our latest variance. We are waiting right now just to hear back from the State. My understanding is they have a number of variances to work through, but if you seek a change in the variances, it has to be submitted from the County Government, which we’ve done twice now, the State reviews those and they can either approve those as written, they can reject an application, or they can approve it making some changes to the conditions. That would be up to 75%.

- **What are the new updated orders specifically concerning outdoor seating/indoor seating in restaurants vis a vis overall numbers?** - (Jim Austin) The Governor addressed this in one of his press conferences,
there is a limitation on seating or the amount capacity of the Public Health Order, and that is talking about a building due to fire code. He made a clear distinction that the restriction to outdoor seating and patios does not apply to those areas. Keep people separated, but the 50 people/50% capacity does not apply to outdoor areas.

- **Is any information coming through for events, summertime festivals or music?**  
  (Chelsea Rosty) I did recently see that the Summer Music Series unfortunately has been cancelled for 2020, so that will not be happening. We are still working through FUNC Fest here in Montrose. Surrounding communities are cancelling events. I did see Grand Junction recently cancelled one yesterday, the Ouray half marathon was cancelled recently. A lot of those things are now starting to get cancelled now into August, we may not have any large gathering events happening in the area this year, or late fall early winter.

- **What is the expected loss in tourism sales tax for 2020? What programs / departments would be most affected by the loss of tourism dollars?**  
  At the beginning we saw our RSC and Tourism Funds down quite a bit, so that was one fund within the City of Montrose that has decreased even upwards of 40% because many hotels were not operating, restaurants were either closed or operating very very limited capacity. The great news about that is the City of Montrose is very fiscally responsible for healthy reserves and funds. Yes there could be limitations to the Office of Business and Tourism based on decreased funds in the area, but we do have reserved funds to operate at our normal capacity for now. The Office of Business and Tourism, and every department within the City is hiring Seasonal Employees at a much lower rate this year, making other cuts, not travel has happened for any of our staff, and that of course is allowing us to save money and put that towards other things like promoting the campaign.
Attachments

- Montrose Tourism Presentation

NEXT WEEK'S AGENDA

Wednesday, June 24, 2020 at 8:30 AM

Click [here](mailto:) to register.
Montrose Tourism Update

LOCAL & STATEWIDE PROMOTIONS
Overview

- Montrose Tourism
- State Timelines
Montrose Tourism

- 12-20% of Montrose Sales Tax is from tourism
- Inward / Outward approach
- Upcoming Projects
  - Collaborations
  - Welcome Back Campaign
Montrose | Ridgway | Ouray collaboration

- Promoting each destination to local / regional residents
- Quick day / weekend road trips
- Itineraries for each community with featured destinations / attractions / eateries
'You'll see why'

welcome back campaign
you'll see why

A CLEAR VIEW OF THE NIGHT SKY WAS WORTH THE WAIT
you’ll see why
PAUSING YOUR
ADVENTURES WITH
FRIENDS MADE
ROOM FOR DOUBLE
THE MEMORIES

VISITMONTROSE.COM
- Phased Approach
- 'Care for CO'

![Timeline Image]
5 STEPS FOR RESPONSIBLE TRAVEL
PROTECTING PEOPLE & DESTINATIONS

STEP 01 SPACE
Keep a safe’s length (6 feet) between you and others.

STEP 02 MASK
Rock it in public and around other people to prevent the spread of germs.

STEP 03 CLEAN
Wash your hands, be careful what you touch, and use cashless payment when possible.

STEP 04 STAY
Feeling sick? Stay put to avoid spreading illness. Our communities thank you and will be eagerly waiting to welcome you back when you’re well.

STEP 05 KNOW
Check websites and social channels for updated travel advice and local guidelines.

LEARN MORE ABOUT HOW TO BE A CARING TRAVELER AT COLORADOTOM/RESPONSIBLE-TRAVEL

ARE YOU COLO-READY?
RESPONSIBLE TRAVEL EDITION

LEAVE NO TRACE - CARES FOR COLORADO PRINCIPLES
prescribed by Colorado’s residents

ARE YOU COLO-READY?
RESPONSIBLE TRAVEL EDITION

https://www.youtube.com/watch?v=Kb2cJIoVlCE&feature=emb_title