



LAUDERDALE-BY-THE-SEA
CHAMBER OF COMMERCE



TOWN OF
LAUDERDALE·BY·THE·SEA
RELAX...YOU'RE HERE.



PREFERRED HOTELS

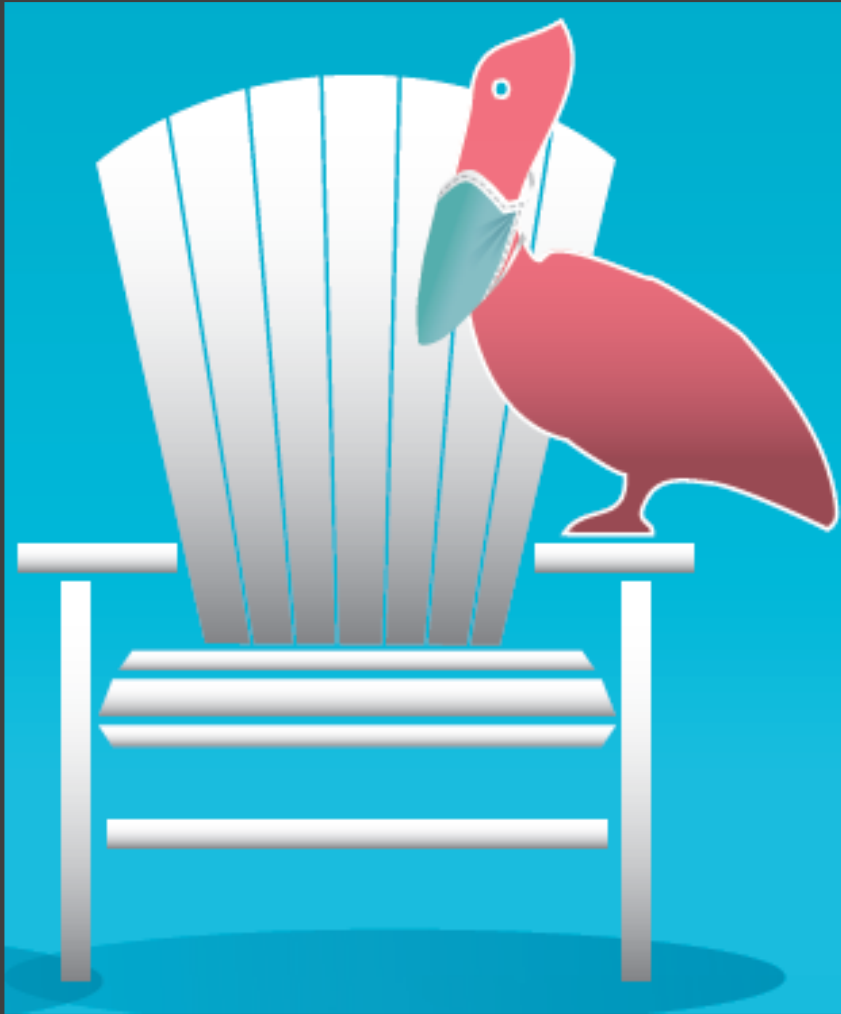


LAUDERDALE BY THE **SEA**

LODGING ASSOCIATION

LBTS Open For Business: Marketing Your Way Back After COVID-19

June 12, 2020



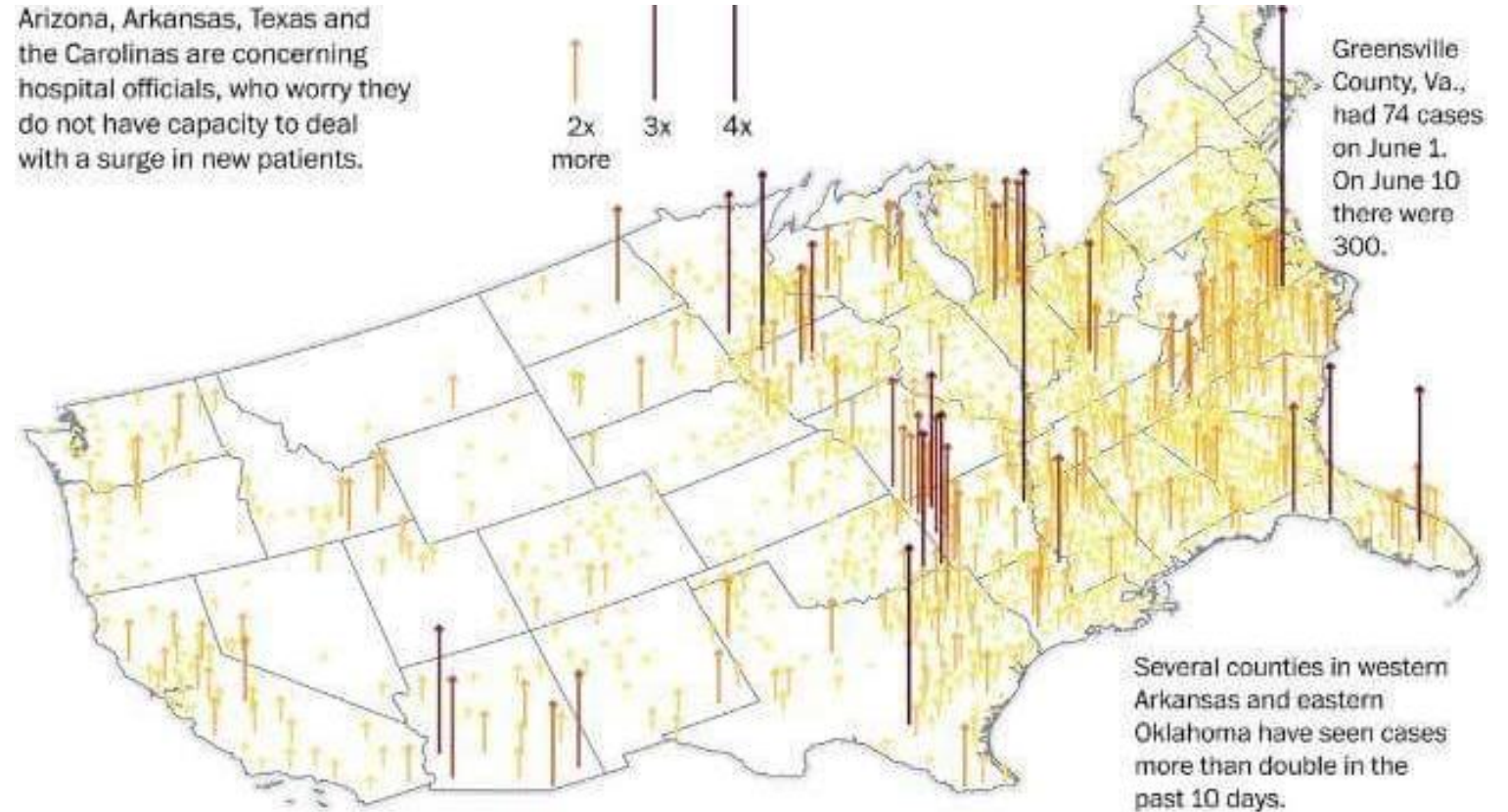
Agenda

- I. Welcome and Opening Remarks
- II. Updates from Town Officials
 - Mayor, Chris Vincent
 - Town Manager, Bill Vance
 - Broward Sheriff, Captain Palmer
- III. Town Wide Safety-First Campaign
 - Opening Businesses Safely-Reminders
 - Comments From the Community Ted Stefanic, Pump Sushi/Village Grill
- IV. County Commissioner, Lamar Fisher
- V. Q&A
- VI. Closing Remarks

19 states have seen a surge since Memorial Day.

Florida had highest daily total yesterday

Arizona, Arkansas, Texas and the Carolinas are concerning hospital officials, who worry they do not have capacity to deal with a surge in new patients.



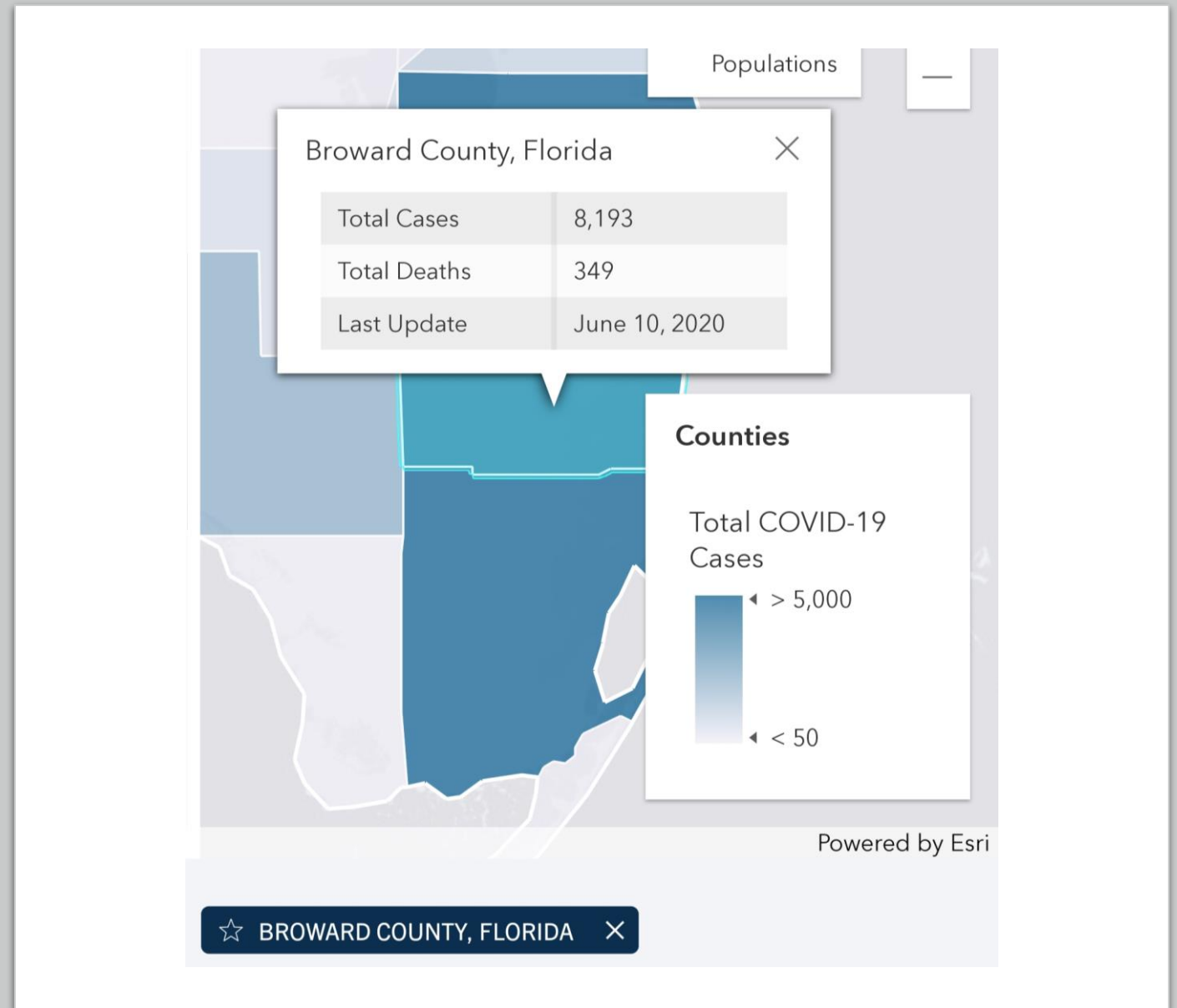
Only counties with more than 20 cases on June 1 are shown.

Source: Post analysis of state and county health department data

TIM MEXO/THE WASHINGTON POST

BROWARD COUNTY

- **Know how it spreads**
- There is currently no vaccine to prevent coronavirus disease 2019 (COVID-19).
- **The best way to prevent illness is to avoid being exposed to this virus.**
- The virus is thought to spread mainly from person to person:
 - Between people who are in close contact with one another (within about 6 feet).
 - Through respiratory droplets produced when an infected person coughs, sneezes or talks.
 - These droplets can land in the mouths or noses of people who are nearby or possibly be inhaled into the lungs.
 - Some recent studies have suggested that COVID-19 may be spread by people who are not showing symptoms.



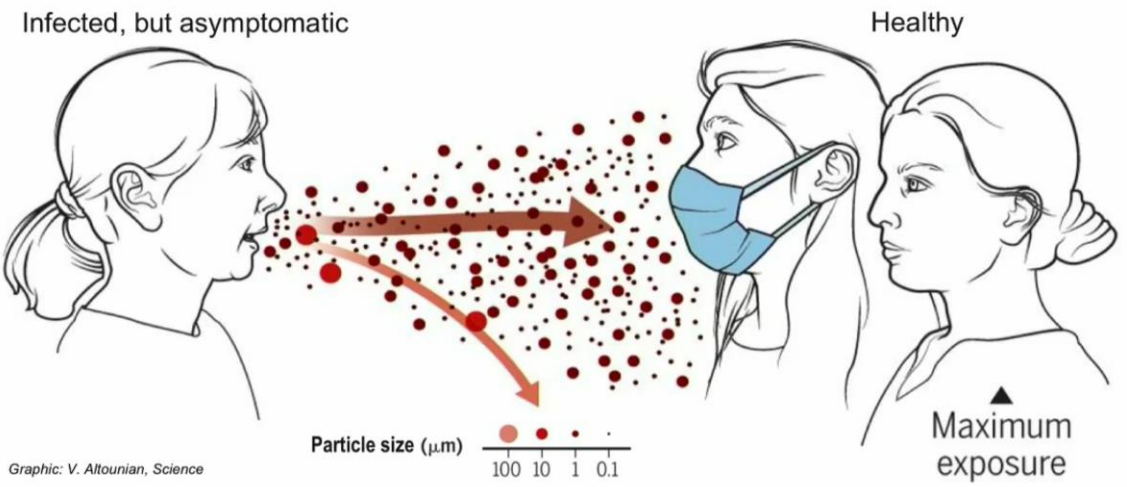
FACE MASK COUNTRY STUDY

- In countries with face mask policies & cultural norms, mortality increased just **9%** each week, on average
- In all other countries, mortality increased **47%** each week, on average
- Conclusion: Societal norms and government policies supporting public mask wearing are independently associated with less mortality

Source: Association of country-wide coronavirus mortality with demographics, testing, lockdowns, and public wearing of masks. Update June 2, 2020. Leffler, CT, et al.
<https://doi.org/10.1101/2020.05.22.20109231>



FACE MASKS REDUCE AIRBORNE TRANSMISSION



Graphic: V. Altounian, Science

- * Public Health
- * Economic Health
- * Individual Freedom



U.S. Small Business
Administration

- Disaster Relief Loans
- Paycheck Protection Program: Payroll, Rent & Other Relief
- Corona Virus Relief Options: Bridge Loans, Debt Relief
- Corona Virus Guidance and Loans: EIDL

<https://www.sba.gov/funding-programs/loans/coronavirus-relief-options>



What is Going Well with Re-opening?

What Needs Improving?

How Can LBTS Help?

Ted Stefanic, Manager

Broward County Commissioner Lamar Fisher



- What is the County doing to help support small businesses during these difficult times?
- What will be needed to get to Phase 2 for re-opening. How can businesses support help this?
- In your role with the Convention and Visitors Bureau what is being rolled out to support our tourism industry?
- What is the impact of COVID-19 on real estate/people relocating to Florida, etc...
- What should businesses think about in the next 90 days to six months as they try to move back into being operational?



LAUDERDALE-BY-THE-SEA
CHAMBER OF COMMERCE



TOWN OF
LAUDERDALE·BY·THE·SEA
RELAX...YOU'RE HERE.



PREFERRED HOTELS



LAUDERDALE BY THE **SEA**
LODGING ASSOCIATION

Q&A



Next Friday 6/19/20
@10:00 am: State
Representative Chip
LaMarca

Beyond COVID-19: Local
and State Resources and
Support



LAUDERDALE-BY-THE-SEA
CHAMBER OF COMMERCE



TOWN OF
LAUDERDALE·BY·THE·SEA
RELAX...YOU'RE HERE.



PREFERRED HOTELS



LAUDERDALE BY THE **SEA**
LODGING ASSOCIATION

Closing Comments

June 12, 2020