



June 18, 2020

Dear Fellow Mecosta County Business,

The Mecosta County Visitors Bureau's Safe Business Pledge is designed to help visitors know what precautions our community is taking in helping keep everyone healthy and safe during the Coronavirus pandemic.

In recent conversations, with fellow state Visitors Bureaus, some have started a Safe Business Pledge program in an effort to help make guests and visitors feel more comfortable while in their communities. It also assists area businesses stay consistent in their safety protocols.

Visitors Bureaus that have started such programs have received numerous, positive comments from the businesses participating and the guests visiting their area. Businesses have also found that the common structure of safety protocols, along with the additional PR relating to the program, has been very beneficial to them as well.

The Mecosta County Visitors Bureau has created the following "pledge" (attached) which highlights standard safety protocols for most businesses re-opening at this time. We have also created a web page within our website (landing page to be BigRapids.org/safecommunity) in which we can list all businesses, in accordance to business categories, that have "taken the pledge" with a link to your website. A customized pledge document (attached) will also be sent to you that can be posted for guests and visitors to clearly see while patronizing your business.

This program serves as a great promotional marketing piece, letting potential guests and visitors know that we are not only a united community and greatly appreciate their business, but that we are also a conscious community looking out for their best health and safety interests. We will be notifying several media outlets of this program to help promote our community during this re-opening process.

The Safe Pledge program is not designed as a guarantee that visitors will not contract the Coronavirus or other possible respiratory infections but to help give a better comfort level to our visitors in knowing that we are doing our very best, as a community, to help control the spread of illnesses during these difficult times.

If you are interested in signing up for this free program all that is needed is to complete the following information and agreeing that your business will be following the outlined safety protocols. We will add your business to our website page and send you your customized pledge certificate.

Again, there is no cost to participate in this program as we all are striving toward to the same goal – bringing back our economy here in Mecosta County.

Connie Koepke – Executive Director Mecosta County Visitors Bureau

www.BigRapids.org

Safe Business Pledge Agreement

The Big Rapids Region

I would like to participate in the Safe Business Pledge and will be adhering to the safety protocols as outlined in the pledge document

Business Name _____

Contact Person Name & Title _____

E-Mail Address _____

Website (to use for business link) _____

Phone Number _____

Mailing Address _____

Please sign to complete your participation _____

Please send your completed form to either: Sandra Braden at assistant@bigrapids.org or

Kayla Towery at information@bigrapids.org

