

Safe Business Pledge Program to roll out in Mecosta County

The Big Rapids Region and Mecosta County has always been known for its friendly communities offering their unique blend of small town charm and warm hospitality. We are a welcomed destination for travelers looking to just get away from it all with our amazing trails, pristine waterways, music, arts and numerous recreational venues.

“The onset of COVID -19 these past few months has certainly changed our lives along with our daily tasks and activities,” stated Connie Koepke – Executive Director for the Mecosta County Visitors Bureau. “We are certainly in the midst of an unprecedented time that none of us expected or prepared for. As we are all transitioning to our new and altered lifestyles of social distancing, increased hand washing and sanitizer usage as well as wearing face masks we are seeing improvements. As parts of our economy are starting to re-open, it’s important now more than ever to collaborate and work together on bringing back our guests, visitors and local economy.”

The Mecosta County Visitors Bureau’s Safe Business Pledge is designed to help visitors and locals know what precautions our community as a whole is taking in helping keep everyone as safe as possible during this Coronavirus pandemic. It also assists area businesses in staying consistent with their safety protocols.

The program is quite simple to participate in. Your businesses reviews the standard list of safety protocols, pledges that they will follow them, and then your business will receive a personalized certificate to display at your business. All businesses making the pledge will also be listed on the Big Rapids Region Safe Business Pledge Members page with a direct link to your business.

The Safe Pledge program is not designed as a guarantee that visitors will not contract the Coronavirus (or other possible respiratory infections) but is designed to help provide a higher comfort level to everyone visiting our communities and their businesses. Knowing that we are all following unified safety measures, in an effort to help slow the spread of contagious infections, only re-enforces what a great area we are to visit and spend time with family and friends.

The Mecosta County Visitors Bureau will also be sharing the Safe Business Pledge, along with the participating businesses, in numerous marketing venues throughout the state to help increase visitor spending in our area.

If you are a business that is interested in participating in the Safe Business Pledge program, you can reach the Visitors Bureau at: assistant@bigrapids.org or information@bigrapids.org, or by calling 231.796.7640.