



### **Juneau Cares Campaign**

*A campaign demonstrating the visitor industry's commitment to the health of our town*

#### **Rationale**

Travelers are looking for assurance that destinations are safe to visit, per Destination Analysts/USTravel Association. To find this information, potential visitors are researching CVB/DMO websites like [TravelJuneau.com](http://TravelJuneau.com), city administrative sites, and local business sites.

A community messaging campaign is a responsible component in our destination marketing and Travel Juneau is the logical lead for this program as travelers ease back into the market. During late fall 2020, TJ is taking an intentional approach to build local confidence that the industry keeps health and safety as its top priority.

#### **Campaign overview**

The Juneau Cares initiative is a communications project to encourage the development and implementation of robust protocols and mitigation plans among visitor industry businesses. The initiative will provide resources to all local businesses and communicate Juneau's commitment to safety from pathogens like COVID-19.

- All visitor industry businesses in Juneau are encouraged to develop COVID-19 cleaning & screening protocols and mitigation plans based upon best practices, including ATIA's recommendations and guidance from the CDC and State of Alaska.
- All visitor industry businesses make those plans available to their staff and clients on-site and in their marketing, including websites.
- High-level guidelines become part of the TBMP program and are made public.
- Alongside these TJ assists in promoting the implementation of those plans through the Caring for Juneau campaign on its website and through the development and distribution of additional collaterals such as logos, explanatory materials, and window clings that visitor industry businesses may use to indicate they're participating in the program.
- The campaign is directed to winter travel, including legislative travel, then aims toward the 2021 season and beyond.
- The campaign, working through the Greater Juneau Chamber of Commerce, Downtown Business Association, and other organizations, encourages all local businesses to participate in the program.

## The Juneau Cares Campaign and TBMP

Travel Juneau has the support of Tourism Best Management Practices (TBMP) for this campaign. As an enforcement piece, locals and other businesses would use the current hotline and email platforms to submit concerns about whether TBMP members are following their protocols. These calls would be added to the matrix of concerns already covered by the program and reported in the regular monthly updates to CBJ and TBMP members. Currently under consideration are these high-level guidelines to be added to the program:

**HEALTH AND SANITATION PLAN AND PROTOCOLS:** *All TBMP members agree to maintain and update as needed, a health and sanitation plan for staff and guests to mitigate the potential transmission of highly contagious viral diseases including but not limited to Norovirus Gastroenteritis and COVID-19 Coronavirus. Members will train staff and monitor and enforce policy implementation and agree to comply with all applicable local, state, and federal regulations.*

*Because businesses operate in a myriad of ways, each TBMP member will tailor the plan and implementation to its specific operations. Sample plans and procedures are available from ATIA, CDC, and a number of other organizations. At a minimum, TBMP member businesses pledge that:*

- *staff and guests will wash hands frequently; hand sanitizer will be available*
- *the number of common touch points are minimized*
- *staff wellness screenings are conducted with appropriate frequency*
- *staff and guests will follow social distancing & capacity guidelines and mandates*
- *staff and guests will wear face coverings per applicable guidelines and mandates when interacting in confined spaces (indoor gathering areas, transportation, offices, etc.)*
- *the plan includes appropriate cleaning protocols and frequencies of all gathering areas, transportation, offices, equipment, etc.*
- *the plan incorporates training of all staff*
- *the plan incorporates mitigation processes in the event of staff or guest illness*
- *the plan/procedures are available upon request of staff or guests and should be shared on the business website*
- *protocols should be posted at the place of business and/or place where staff and guests gather (tour venues, transportation, offices, etc.)*
- *any venue/attraction (museums, restaurants, breweries, hatcheries, shopping locations, etc.) included on a guest tour will also have similar plans and protocols in accordance with this TBMP guideline*

## Campaign rollout

Travel Juneau will take the lead on the production of collaterals for the campaign, including information pieces, logos, and video, and will retain rights/control over those while sharing with participating businesses. Travel Juneau may seek bids for the production and delivery of collaterals. Travel Juneau will manage communications and promote the campaign on the [traveljuneau.com](http://traveljuneau.com) website through the “Locals” and “Travel Resources” pages.

Following the initial community rollout, the Destination Marketing Department will launch fresh national campaigns that wrap in the Caring for Juneau initiative. The accompanying budget shows how and where the campaigns will run. Travel Juneau will track and report metrics from the campaign elements.

Other organizations and committees to collaborate with:

- TBMP – visitor industry businesses would agree to the new guidelines as part of their membership in TBMP. TJ and TBMP continue their partnership in communications, community concerns, and reporting.
- Greater Juneau Chamber of Commerce (JCC) – a partner in communications and in growing the program into the wider business community.
- Downtown Business Association (DBA) – a partner in communications and in growing the program into the downtown business community
- Juneau Economic Development Council (JEDC) – the campaign is referenced in JEDC’s “Choose Juneau” program for the benefit of potential residents