



ADAPTING TO SOCIAL DISTANCING WHILE PROMOTING DAY-TRIP ACTIVITY

Offered by Oklahoma Main Street – Wednesday, Jun 17, 2020



Presented by Norma Ramirez de Miess, National Main Street Center




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OKLAHOMA MAIN STREET


“ADAPTING TO SOCIAL DISTANCING WHILE PROMOTING DAY-TRIP ACTIVITY”

OKLAHOMA MAIN STREET
THE BIG PICTURE OF RECOVERY
Virtual Training Series
Wednesday, June 17, 2020

Norma Ramirez de Miess
Senior Program Officer and
Director of Leadership Development
NATIONAL MAIN STREET CENTER

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SOCIAL DISTANCING IN OKLAHOMA...



Open Up and Recover Safely
A Three-phased Approach to Open Oklahoma's Economy

Phase 1
Individual guidance:
• Continue following safer-at-home™ guidelines if they are over 65 or part of a vulnerable population.
• Minimize social distance from others when in public (e.g., parks, outdoor recreation areas, shopping areas).
• Avoid exercising in groups or facilities that do not readily allow for appropriate social distancing.
• Minimize non-essential travel† and adhere to CDC guidelines and Executive Orders regarding business reopening orders.

Employer guidance:
• Create plans to allow:
• Close customer sites
• Minimize non-essential reporting essential†
• Minimize non-essential travel†
• Minimize non-essential travel†

Phase 2
Started May 18, 2020 (Phase 1 guidelines were met)
Once hospital and incident rates remain at a manageable level for 14 more days, the following phases will apply:

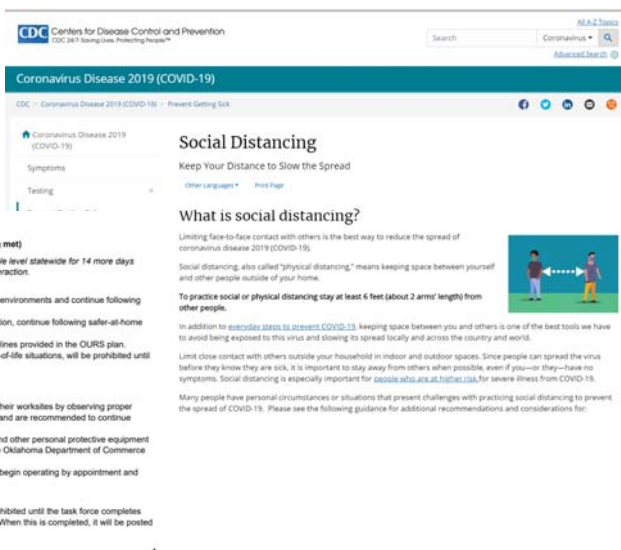
Individual guidance:
• Continue following safer-at-home guidelines if they are over 65 or part of a vulnerable population.
• Minimize social distancing from others when in public.
• Avoid exercising in groups that do not readily allow for appropriate social distancing.
• Consider resuming non-essential travel.

Phase 3
Goal of June 1, 2020 (Subject to all guidelines being met)
Once hospital and incident rates remain at a manageable level statewide for 14 more days Phase 3 will apply, which will allow for further public interaction.

Individual guidance:
• Citizens should minimize time spent in crowded environments and continue following CDC guidelines regarding social distancing.
• If you are over 65 or part of a vulnerable population, continue following safer-at-home policies.
• Visitation to hospitals is allowed within the guidelines provided in the OURS plan.
• Visitation to senior care facilities, except for end-of-life situations, will be prohibited until affirmatively lifted by Executive Order.

Employer guidance:
• Summer camps (church and school) can open.
• Businesses can resume unrestricted staffing at their worksites by observing proper CDC-recommended social distancing protocols and are recommended to continue increased cleaning and disinfecting practices.
• Suggested guidelines regarding use of masks and other personal protective equipment can be found on the CDC website along with the Oklahoma Department of Commerce website.
• Businesses operating by appointment only may begin operating by appointment and walk-in at their discretion.

Specific Employer guidance:
• Visits to Senior Care Facilities should still be prohibited until the task force completes cleaning and testing protocols across the state. When this is completed, it will be posted



Social Distancing
Keep Your Distance to Slow the Spread

What is social distancing?
Limiting face-to-face contact with others is the best way to reduce the spread of coronavirus disease 2019 (COVID-19).
Social distancing, also called "physical distancing," means keeping space between yourself and other people outside of your home.
To practice social or physical distancing stay at least 6 feet (about 2 arms' length) from other people.
In addition to [avoiding stress to prevent COVID-19](#), keeping space between you and others is one of the best tools we have to avoid being exposed to this virus and slowing its spread locally and across the country and world.
Limit close contact with others outside your household in indoor and outdoor spaces. Since people can spread the virus before they know they are sick, it is important to stay away from others when possible, even if you—or they—have no symptoms. Social distancing is especially important for [social activities](#) and [senior fitness](#) from COVID-19. Many people have personal circumstances or situations that present challenges with practicing social distancing to prevent the spread of COVID-19. Please see the following guidance for additional recommendations and considerations for:

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ADAPTING TO SOCIAL DISTANCING WHILE PROMOTING THE DISTRICT

Laurel Main Street
SINCE 2007
MISSISSIPPI'S DOWNTOWN

OUTSIDE SEATING AVAILABLE

ECONOMIC VITALITY

DESIGN

PROMOTION

ORGANIZATION

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ADAPTING TO SOCIAL DISTANCING WHILE PROMOTING THE DISTRICT

DowntownCape SOCIAL DISTANCING BINGO

rules:

- Stay at least 6 feet away from others.
- Wash your hands after every interaction or at least 20 seconds.
- Items must be purchased from a downtown business.

how to win:

- Get a friend to sign off on your bingo card and share it on social media.
- 5 small awards of purchase and any activities.

Stay safe, but make it fun!
Have you spotted these new social distancing signs around Ferndale? Which one is your favorite?
#stayinfernndale

CULPEPER DOWNTOWN FARMERS MARKET
Saturdays, 7:30am-12noon

DRIVE THRU

- Pre-Order & Pre-Pay Highly Recommended
- Purchase produce, vegetables, butchered meats, prepared fare, produce, baked and canned goods
- Senior Member Buy in advance
- Make a list of needed items
- Do not talk to others
- Do not enter if you have been sick
- Do not touch produce
- Make highly encouraged

WALK THRU

- Do not enter if you have been sick
- Please wear only 1 face mask
- Do not talk to others
- Pre-order pickup available
- Social distancing required - minimum 6 feet
- Only one customer at a time per window
- Use hand sanitizer if needed
- Do not touch produce
- Make highly encouraged

ECONOMIC VITALITY

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TRAVEL TRENDS DUE TO COVID-19



MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

PERSONAL FINANCE

Travel changed after 9/11; Here's how it will look after the Covid-19 pandemic finally recedes

PUBLISHED SUN, MAY 10 2020-10:50 AM EDT | UPDATED MON, MAY 11 2020-1:49 PM EDT



Kenneth Kiesnoski
@KKIESNOSKI

KEY POINTS

- The Covid-19 pandemic has brought travel and tourism to a near-standstill, and no one is sure when it will restart.
- When travel does begin again, look for it to start with road trips not too far from home, say experts.
- The new travel normal may mean a shift to vacation rentals over hotels, driving rather than flying, and an increase in the use of travel insurance and personal travel advisors.

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Traveling locally

The prohibitions on international travel and the feeling of insecurity associated with flights and airports will make tourism gear towards the domestic market. Unknown national locations will probably increase exposure to more people, and less frequently visited tourist destinations may benefit from the demand for less crowded places.

Distancing

Travel privacy will be much more important from now on. The fear of proximity between people and the need to avoid crowded spaces will play an important role. Museums, festivals, shows, bars and nightclubs will predictably be affected by this new reality.

Nature tourism

If tourists opt for destinations in nature, this will not be surprising, as this form of tourism will allow them to put together social distancing and discovery and contact with nature, which in recent weeks many travelers have been unable to benefit from.

Micro-holidays

The concept of micro-holidays will probably also be more common. Taking into account the impossibility to make long-distance trips, which usually have a longer duration, the typical big annual trip will be replaced by small ones, closer to home, throughout the year.

Road trips

The concept of a road trip will become more common, as it conciliates the four trends already mentioned above. Whether by car, motorcycle, motorhome, or other means, discovering the country with total autonomy and flexibility may be a growing option after the restrictions are lifted.

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TRENDING IN TRAVEL | Coronavirus Outbreak | Travel Agents Are Back! | TravelPulse Podcast | Cruise Trends | Travel Intel

TRAVEL PULSE

Last updated: 06:32 PM ET, Mon June 15, 2020

Travel Trends to Look for Post-COVID-19

FEATURES & ADVICE | PATRICK CLARKE | JUNE 13, 2020

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PHOTO: Camping lends itself to social distancing. (photo courtesy cookelma, iStock, Getty Images Plus)

Road Trips and RV Travel

Air travel demand is down dramatically this summer, but interest in road trips and RV travel is certain to be greater than usual as a majority of travelers have indicated that they currently feel the safest traveling in their personal vehicle.

National Parks

America's national parks are beginning to open up and are certain to be among this summer's most popular destinations. Safe and affordable, the country's protected lands offer American travelers once-in-a-lifetime experiences in their own backyard.

Local Trips

Travel restrictions and health concerns will encourage many travelers to stay local in the weeks and months to come. Beaches, mountains and charming small towns will be in high demand. Visiting places closer to home also allows vacationers to take shorter trips more frequently.

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TRENDING IN TRAVEL | Coronavirus Outbreak | Travel Agents Are Back! | TravelPulse Podcast | Cruise Trends | Travel Intel

TRAVEL PULSE

The Rise of the Walking Tour

FEATURES & ADVICE | GUEST AUTHOR | JUNE 16, 2020

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PHOTO: Broadway in Downtown Nashville, Tennessee. (photo via benedek/iStock)

Because of COVID-19, travel came to an almost complete standstill in early 2020 as Americans sheltered in place. As travel bans begin to lift, many travelers are itching to get out from the walls they have been surrounded by for months. The urge to travel has been stronger than ever. However, without an end to COVID-19 in sight, many travelers are re-thinking the traditions of family vacation activities. Enter the walking tour.

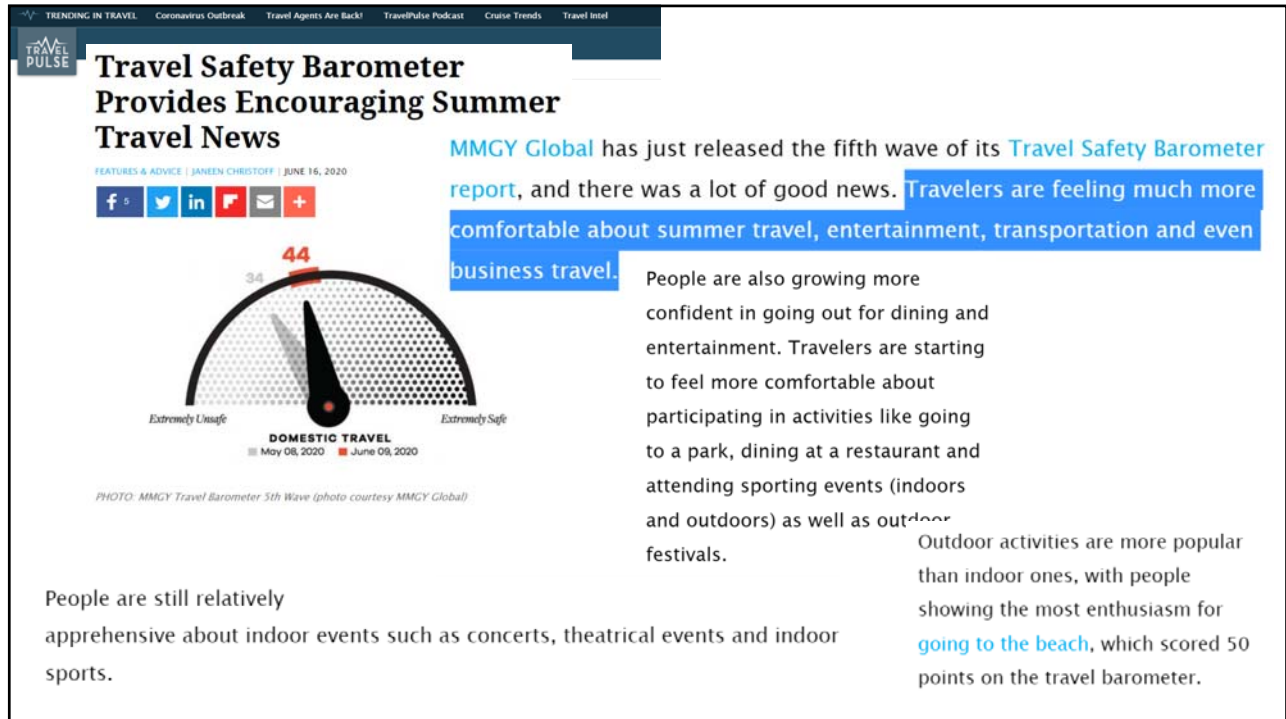
While some walking tours are group-based, more cities are offering variations on these tours, including investing in technology for self-guided tours, answering a need for travelers who are curious about a city, but more interested in avoiding crowded public spaces.

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The screenshot shows a news article from Travel Pulse. The main headline is "Travel Safety Barometer Provides Encouraging Summer Travel News". Below the headline, it says "FEATURES & ADVICE | JANEEN CHRISTOFF | JUNE 16, 2020". There are social media sharing icons for Facebook, Twitter, LinkedIn, and Email. A gauge chart titled "DOMESTIC TRAVEL" shows a score of 44 for "June 09, 2020" (indicated by a red bar) and 34 for "May 08, 2020" (indicated by a grey bar). The gauge ranges from "Extremely Unsafe" on the left to "Extremely Safe" on the right. The article text includes: "MMGY Global has just released the fifth wave of its Travel Safety Barometer report, and there was a lot of good news. Travelers are feeling much more comfortable about summer travel, entertainment, transportation and even business travel. People are also growing more confident in going out for dining and entertainment. Travelers are starting to feel more comfortable about participating in activities like going to a park, dining at a restaurant and attending sporting events (indoors and outdoors) as well as outdoor festivals. Outdoor activities are more popular than indoor ones, with people showing the most enthusiasm for going to the beach, which scored 50 points on the travel barometer. People are still relatively apprehensive about indoor events such as concerts, theatrical events and indoor sports."

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**OWSSO
MAIN STREET**

Owosso Main Street/DDA

Owosso Main Street's mission is to foster an active and thriving downtown that is the heart of our community by promoting historic preservation and drawing both local residents and visitors to our city.

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Day-Trip Transformation Strategy:

- Finding what makes your district unique.
- Leveraging that “uniqueness” to position your district as a day-trip destination for local, regional, & state residents.
- Use your district “treasures”, history & good storytelling to build a district identity and customer loyalty.
- Use locations, events, & experiences to attract visitors & locals.

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Day-Trip During COVID:

- Conduct a District “Treasure” Assessment
- Take an “OUR” town focus
- Experience-driven destinations NOT Event-driven
- A shift in Work Planning

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District “Treasures”:

What are the assets you currently have within your district that you would consider a “treasure”. The things that make you unique & people find interesting.

- Businesses
- Food
- Local Tourist Attractions
- Natural Resources/Parks
- Local Non-Profits
- Art
- History

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An “OUR” Town Focus:

- Draw county-wide residents into your district
- An increase county-wide customers is low hanging fruit within many Main Streets
 - Typically a group with higher income
 - A larger customer-base within 2-10 miles of your district.
 - Still identify with the downtown as their town
 - Many will feel more comfortable visiting places they are already familiar with.
 - Bringing back the “Stay-cation” Idea

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Experience-driven NOT Event-driven:

- Focus on the *places* you can create
 - What do you currently have within your district that encourages people to gather?
 - Is your district walkable?
 - Is your district scenic? - Urban and/or Natural
- Events still need to happen, but they do not need to be the centerpiece
- Train, Encourage, & Allow Businesses to be those experience-driven places.

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A Shift in Work Planning:

- A larger # of smaller events
- New collaborations with local non-profits.
- A focus on quick, cheap, & temporary design elements within the district.
- Beautification!
- Small-scale business owner training
- Activities that people can do in their own timing.

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Day Trip Promotional Video:

Downtown Owosso



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District Treasures:

Downtown Owosso



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Partners:

Downtown Owosso

- Owosso Historical Commission
- Downtown Owosso Farmers Market
- City of Owosso
- Shiawassee Regional Chamber of Commerce
- Shiawassee Arts Center
- Owosso Community Players/Lebowsky Center
- Steam Railroading Institute
- Owosso Amphitheater
- Downtown Business Owners
- Downtown Historic District Commission
- Shiawassee County Convention & Visitors Bureau
- Shiawassee Economic Development Partnership
- Shiawassee Small Business Development Center
- Owosso Public Schools
- Memorial Hospital
- Cook Family Foundation
- Baker College
- Youth Advisory Council
- Nature Conservancy
- Shiawassee County YMCA
- Local Non-Profits & Churches

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Downtown Places:



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WHAT DAY-TRIP EXPERIENCES ARE WE READY TO OFFER?

Enid
Stake your claim on fun in Enid, a city with a rich history, vibrant shopping, unique dining and a music scene. You'll find plenty of interesting things to do in Enid, Oklahoma. The historic town of Enid will have you water logging ...

Guymon
Horse around in Guymon, the county seat of Bronk. Capital of the World, and host of the Pioneer Days Rodeo, the fifth-largest rodeo in the world. View art at a downtown gallery. Visit the Man's Land Museum in nearby ...

Perry
Perry, Oklahoma was born of a pioneer. It was here that the Cherokee Strip was opened for settlement on September 16, 1893, the southern terminus of the great race to the Pacific. Perry is one of two of its best-loved sons. Will Rogers and Ly ...

Claremore
The Route 66 town of Claremore, Oklahoma, is home to two of its best-loved sons, Will Rogers and Ly ...

Muskogee
Native American heritage and military history in Muskogee, Oklahoma. Experience Native American history at the Atlatla Lodge Museum on the Bacone College campus. A fine private collection of Native American art is housed in the ...

Newkirk
Founded in 1893, the entirety of downtown Newkirk is listed on the National Register of Historic Places with the largest collection of limestone buildings in Oklahoma. If you're looking for a taste of history in Kay County, head to the Newkirk ...

Ponca City
Ponca City settlers claimed townsite certificates during the Cherokee Outlet Opening, and oil made it into the heart of the oil boom. Honor the brave pioneers at the Ponca City Woman Museum ...

Woodward
Outdoor sports enthusiasts will relish this piece of prairie. Woodward is a beautiful town with many parks and abundant fishing. Visitors can also tee off at the Woodward Golf Course ...

Okmulgee
The city of Okmulgee takes its name after the Muscogee Creek word meaning "tubbling water." Visit this historic Oklahoma destination to discover the flowing water at Okmulgee & Dripping Springs Lake & Recreation Area. Nestled in mighty oak ...

Pryor
Nestled in the heart of Green Country, Pryor is the site of the highly popular summer Rocklahoma festival. Located just 10 minutes from Lake Hudson, fish at one of the top three bass fishing lakes in Oklahoma. The Mayes County Historical County ...

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ECONOMIC VITALITY

THE MAIN STREET APPROACH TO RECOVERY

As businesses begin to reopen to the public, the Main Street Approach™ can serve as a powerful tool for economic recovery efforts. The Main Street Approach is a time-tested framework for community-driven, comprehensive redevelopment that has made Main Street America an organized force for positive Economic Vitality across the nation, and more resilient and vibrant than ever before.



DESIGN

THE MAIN STREET APPROACH TO RECOVERY

An urban designer's perspective on the public, the Main Street Approach™ can serve as a powerful tool for economic recovery efforts. The Main Street Approach is a time-tested framework for community-driven, comprehensive redevelopment that has made Main Street America an organized force for positive Economic Vitality across the nation, and more resilient and vibrant than ever before.



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THANKS!

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