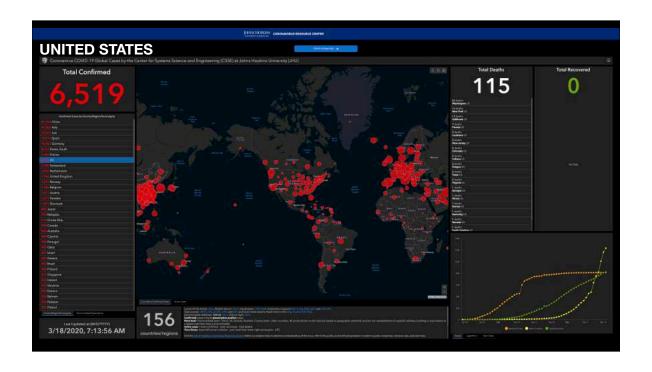


QUICKFACTS





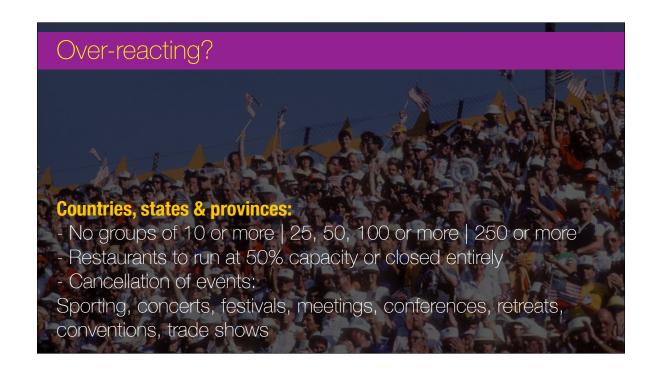














Timelines

Nov. 17: The first case in Hubei province in China

Dec. 31: Huanan Seafood Wholesale Market in Wuhan (in the Hubei province) noted batch cases of pneumonia

Jan. 7: Disease determined to be a new coronavirus

Jan. 20: First confirmed case in the U.S.

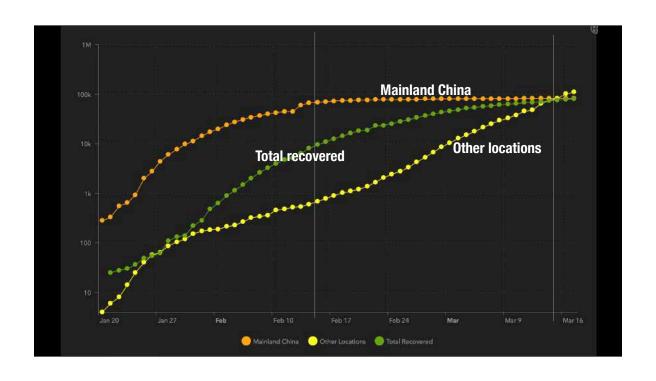
Jan. 31: First travel restriction put in place in the U.S.

Mar. 4: China reports cases have leveled off (lowest new cases in six

weeks: 139)

Mar. 11: World Health Organization declares it a pandemic

Mar. 11: Travel restrictions take place to the U.S., Canada follows





Most organizations | news outlets | reasonably reliable sources: Through April

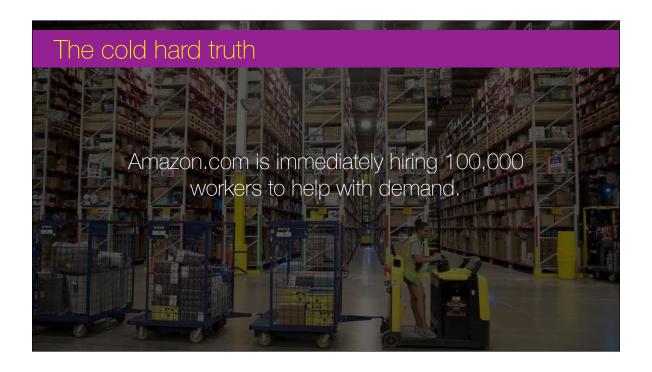
The big question

How do our tourism industry and affected businesses make it through Mid-June (hopefully no longer)? [95 days]

MARCH	APRIL	MAY	JUNE
Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat	Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7	1 2 3 4	1 2	1 2 3 4 5 6
8 9 10 11 12 13 14	5 6 7 8 9 10 11	3 4 5 6 7 8 9	7 8 9 10 11 12 13
15 16 17 18 19 20 21	12 13 14 15 16 17 18	10 11 12 13 14 15 16	14 15 16 17 18 19 20
22 23 24 25 26 27 28 29 30 31	19 20 21 22 23 24 25 26 27 28 29 30	17 18 19 20 21 22 23 24 25 26 27 28 29 30	21 22 23 24 25 26 27
	25 25 25 25	31	28 29 30

The cold hard truth

The **majority** of travel-based businesses, retailers, restaurants, event producers and providers, sports teams, and millions of businesses will lose perhaps **50%** (or more) in sales between March and June (4 months).



WHATTODO

12 things you can do to keep the doors open during this pandemic



Stay positive:

We WILL get through this. Stay informed. Be a calming influence.

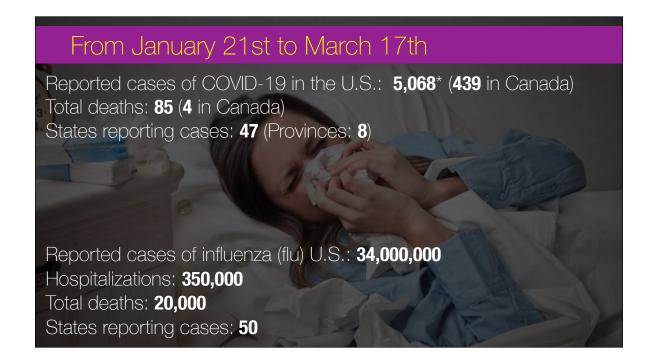




1. Keep things in perspective 2. Get the facts 3. Communicate with your loved ones 4. Keep connected (with loved ones AND your customers) 5. Seek additional help

View on Nextdoor
Ken Koenen, Trilogy at Vistancia
My house cleaner called to tell me she was working from home today, and that she would text me instructions on what to do.
General - Mar 17
Edward Kuba That's funny
Shelley Burney Thanks for the giggle.
View or Reply
This message is intended for roger@rogerbrooksteam.com. Unsubscribe here. Nextdoor, 875 Stevenson Street, Suite 700, San Francisco, CA 94103.
875 Stevenson Street, Suite 700, San Francisco, CA 94103





By the numbers - comparatives

Case fatality rates:

Ebola **40% to 50%**

MERS **34%**

SARS **10%**

Covid-19 (worldwide) 3.7%

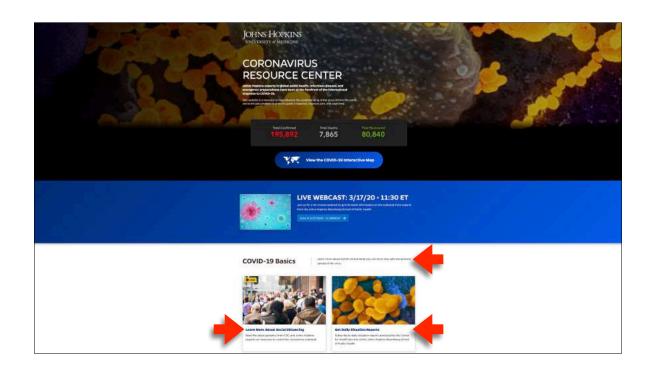
Covid-19 (U.S.| Canada) **1.7%**

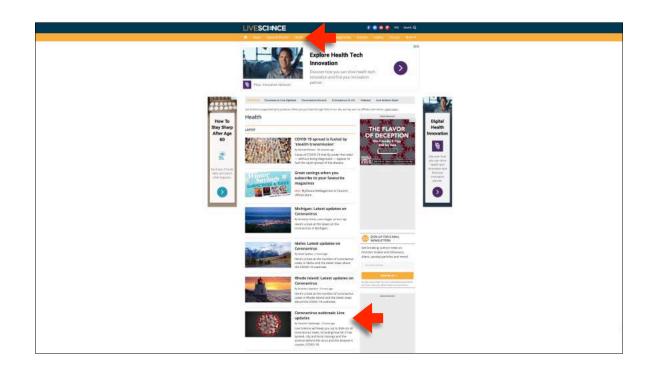
Common flu (U.S. |Canada) 0.1%

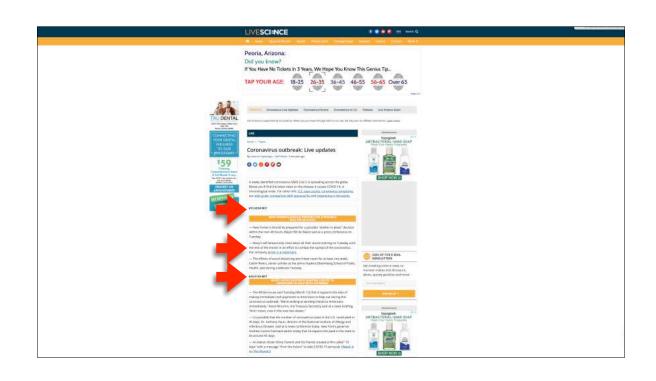










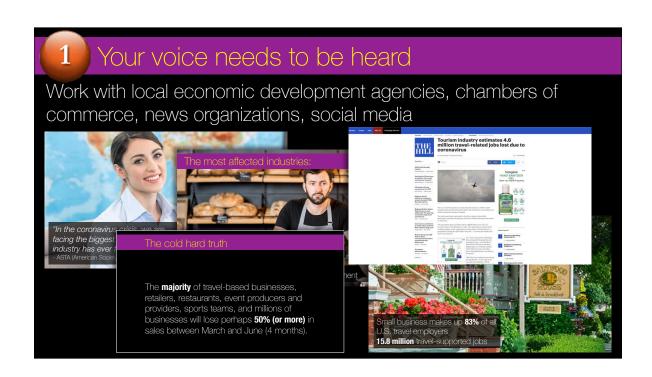


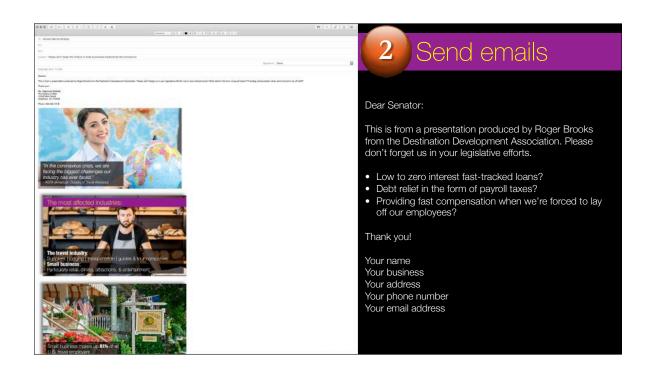




Get involved:

So far, most governmental efforts have not been geared to helping the most affected part of the economy: small business





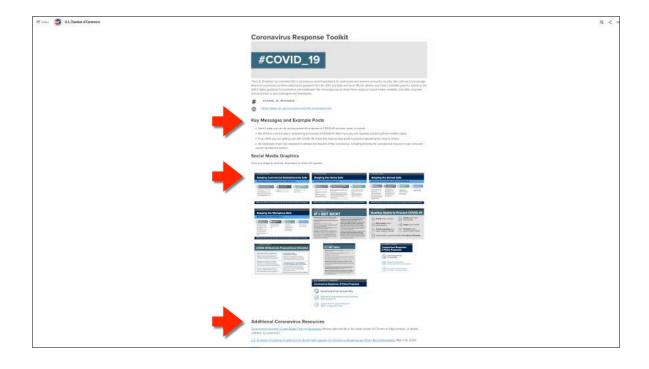




Be helpful - show you care:

Let your customers know you are open Help them stay healthy Share what you are doing to help them





U.S. CHAMBER OF COMMERCE

Keeping the Home Safe

Encourage your employees to...



- Clean hands at the door and at regular intervals
- Create habits and reminders to avoid touching their face and cover coughs and sneezes
- Disinfect surfaces like doorknobs, tables, and handrails regularly
- Increase ventilation by opening windows or adjusting air conditioning



HOUSEHOLDS WITH VULNERABLE SENIORS OR THOSE WITH SIGNIFICANT UNDERLYING CONDITIONS

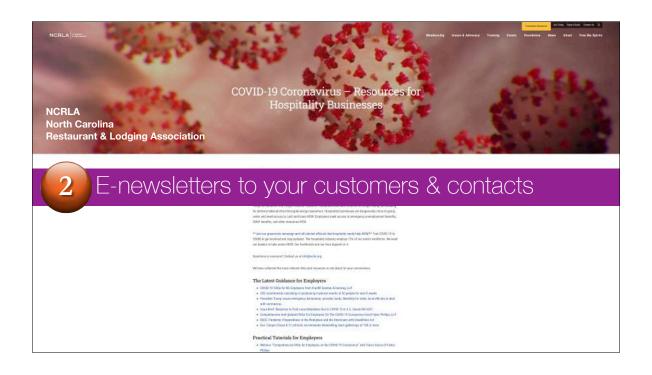
Significant underlying conditions include heart, lung, kidney disease; diabetes; and conditions that suppress the immune system

- Have the healthy people in the household conduct themselves as if they were a significant risk to the person with underlying conditions. For example, wash hands frequently before interacting with the person, such as by feeding or caring for the person
- If possible, provide a protected space for vulnerable household members
- Ensure all utensils and surfaces are cleaned regularly

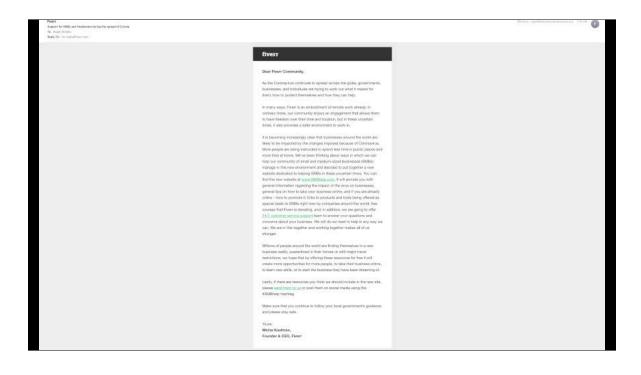


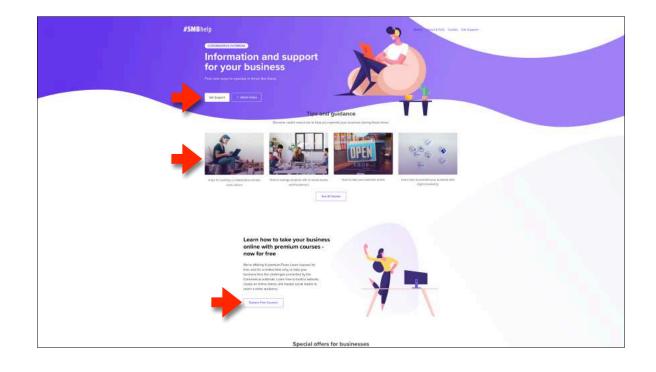
- Give sick members their own room if possible, and keep the door closed
- Have only one family member care for them
- Consider providing additional protections or more intensive care for household members over 65 years old or with underlying conditions

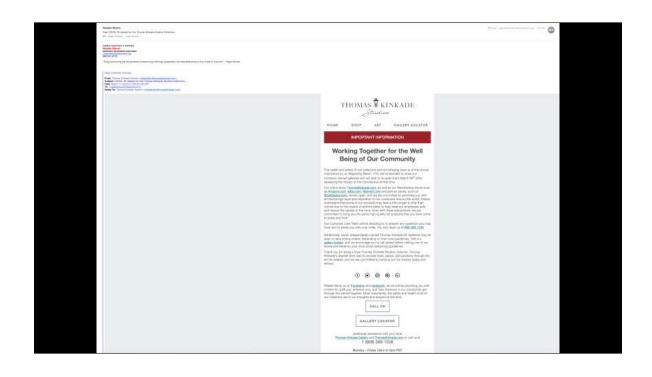
What every American and community can do now to decrease the spread of coronavirus

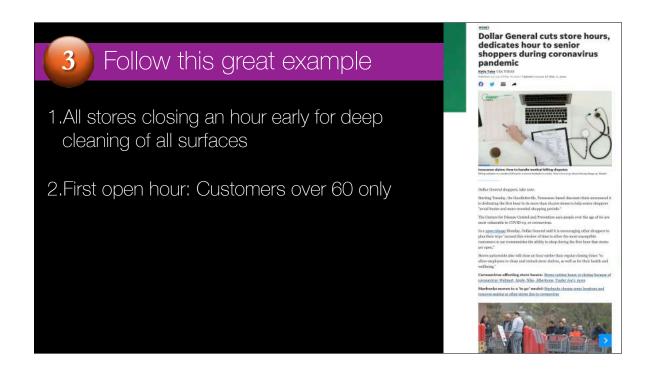






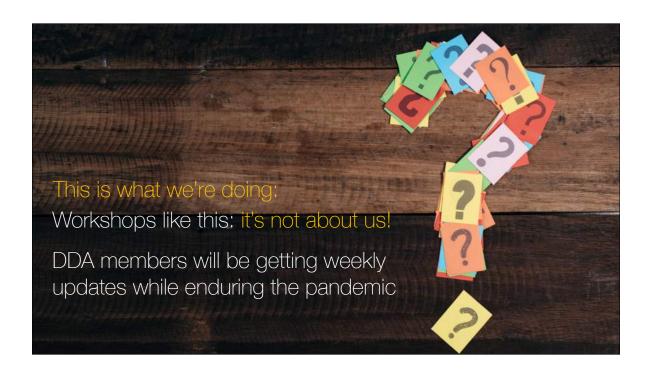








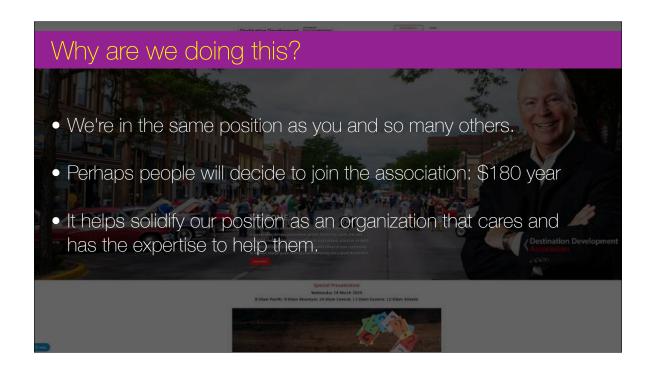


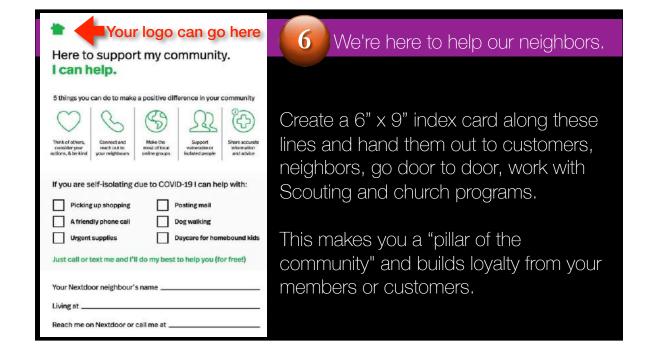


Coronavirus alerts every Tuesday morning

- Grant programs
- Low and zero interest business & organizational loans (U.S. and Canada)
- Employee layoff support | Unemployment payment programs
- Other financial and marketing resources
- Updates on free and low-cost resources
- New case histories and examples
- Closures and openings

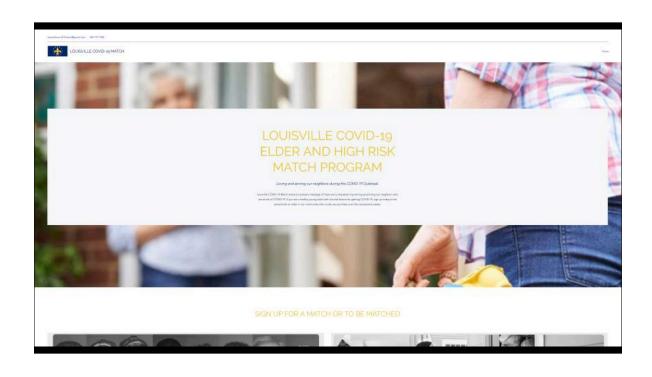
US Small Business Administration | Main Street Center | Destinations International | US Travel Association | International Downtown Association | State Department of Commerces | Centers for Disease Control | Skift | World Health Organization | US Chamber of Commerce | American Hotel Motel Association | US Department of Commerce | Government of Canada | Whitehouse (US Government) | State & Provincial governments & programs |





H[L∯ If you are self-isolating, I can help.	
#ELLU! If you are self-isolating, I can help.	
My name is	
I live locally at	
My phone number is	
If you are self-isolating due to COVID-19 I can help with:	
Picking up shopping Posting mail	
A friendly phone call Urgent supplies	
Just call or text me and I'll do my best to help you (for free!)	
\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	
I live locally at	
My phone number is	
If you are self-isolating due to COVID-19 I can help with:	
Picking up shopping Posting mail	
A friendly phone call Urgent supplies	
Just call or text me and I'll do my best to help you (for free!)	
Coronavirus is contagious. Please take every precaution to ensure you are spreading only kindness. Avoid physical contact (2m distance). Wash your hands regularly, Items should be left on your doorstep.	

















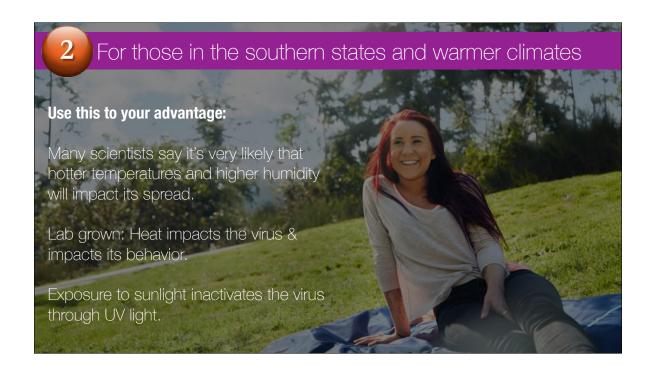


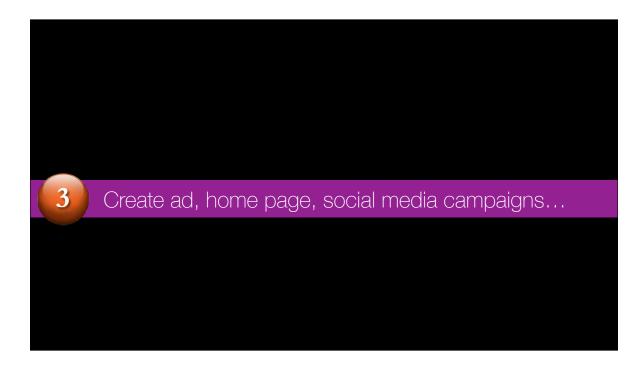
Lessons from the 1918 Spanish Flu

"Medics found that severely ill flu patients nursed outdoors recovered better and faster than those treated indoors. A combination of fresh air and sunlight seems to have prevented deaths among patients; and infections among medical staff. There is scientific support for this.

Research shows that outdoor air is a natural disinfectant. Fresh air can kill the flu virus and other harmful germs. Equally, sunlight is germicidal and there is now evidence that it can kill the flu virus."

- Dr. Richard Hobday

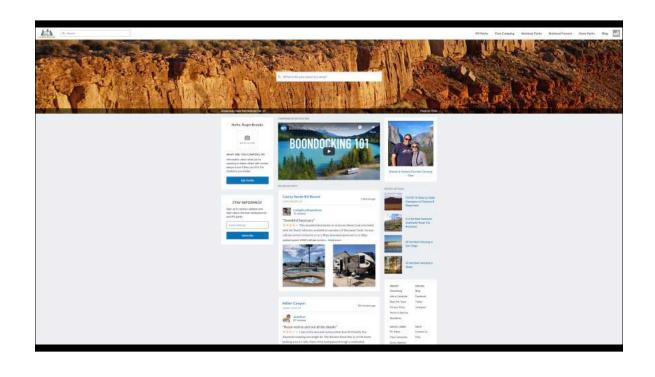




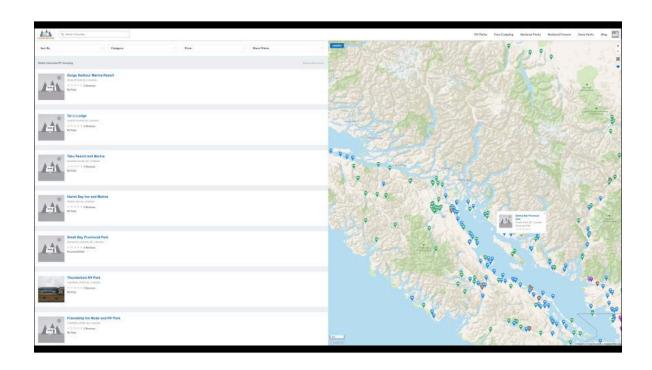


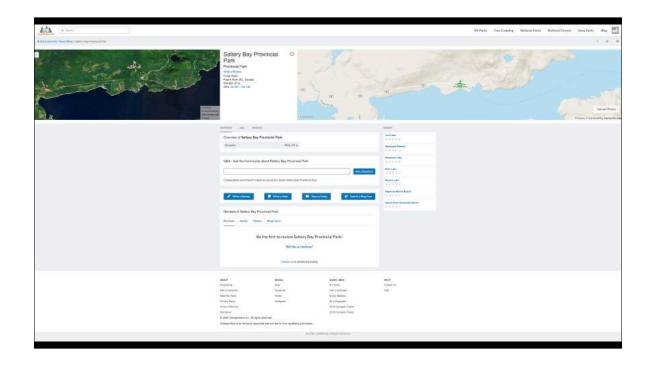












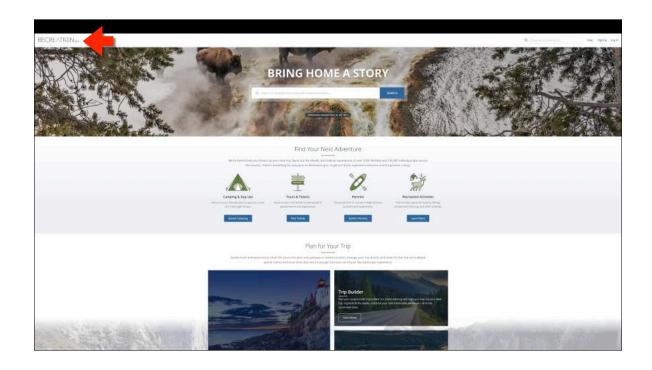
5 List and promote all your camping options

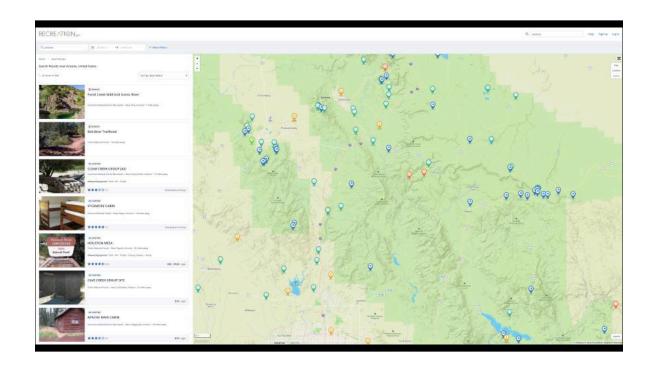
Organized campgrounds:

- U.S. National Parks & Parks Canada
- Most state and provincial parks
- Private campgrounds

Organized and disbursed:

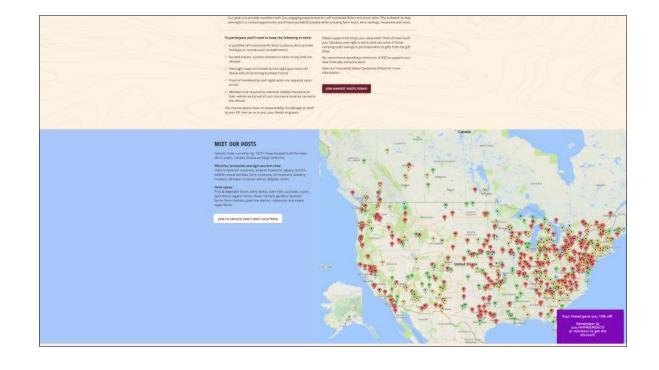
- U.S. National Parks | Parks Canada
- Bureau of Land Management
- National Forest Service



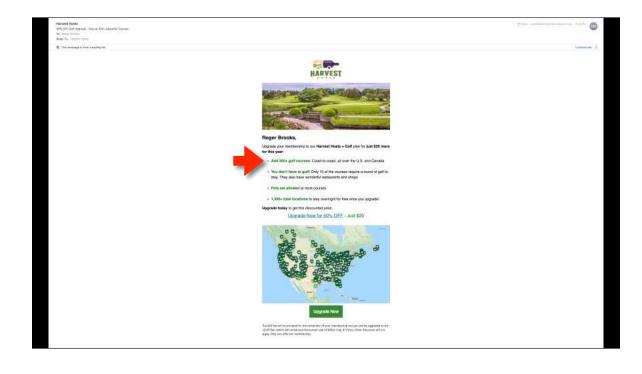


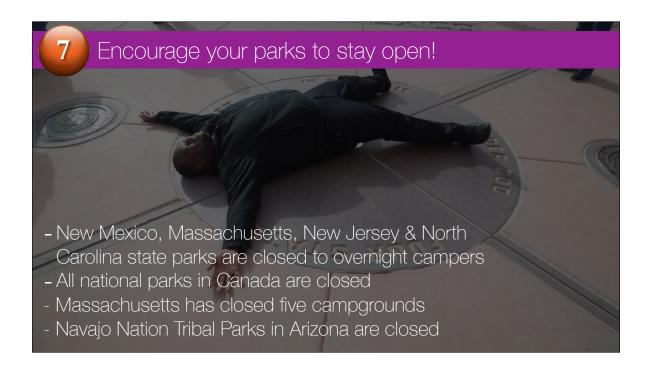


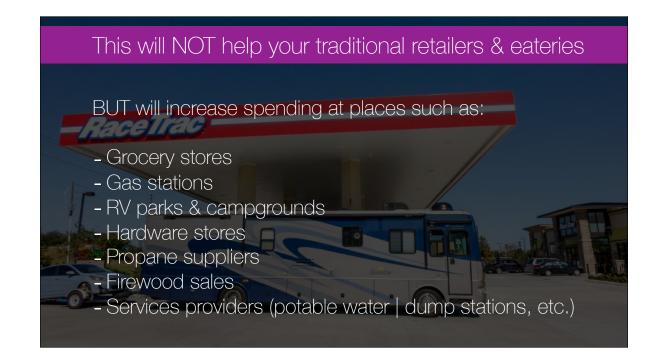


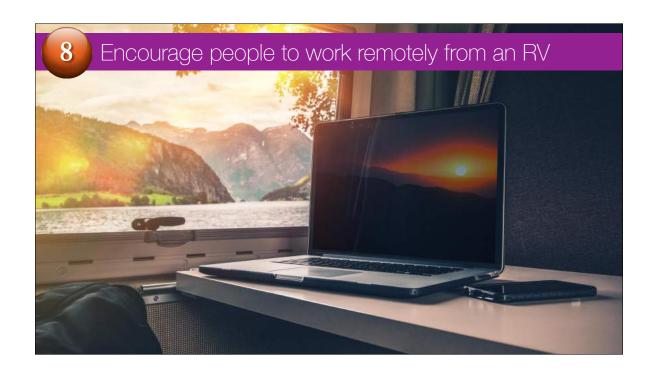




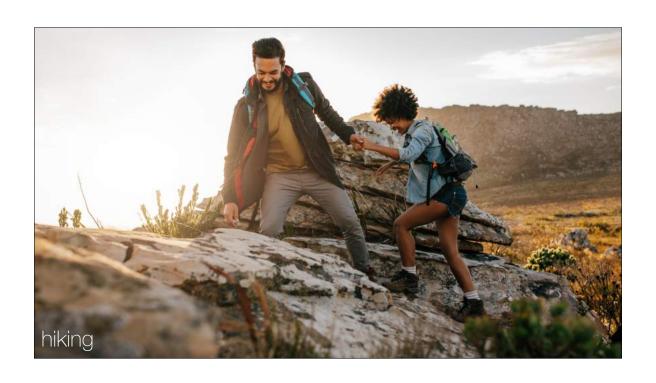






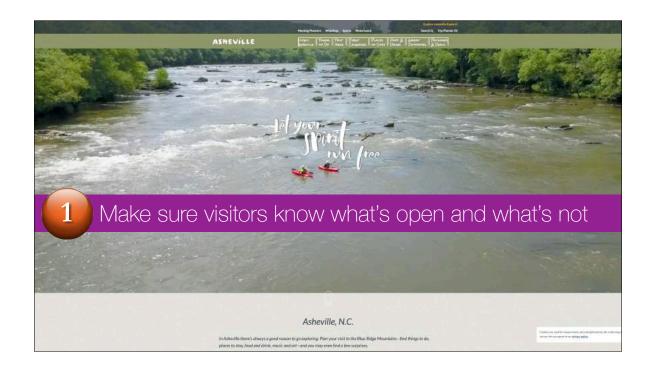


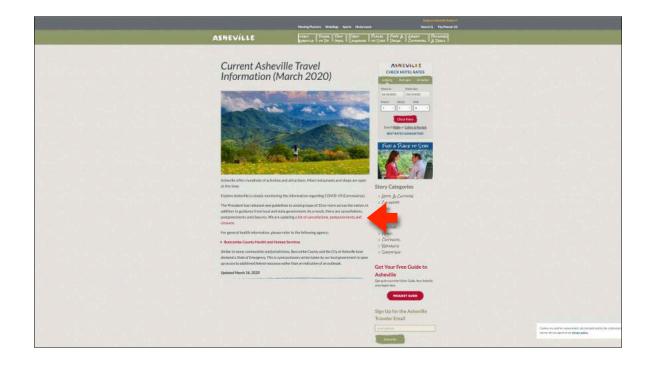


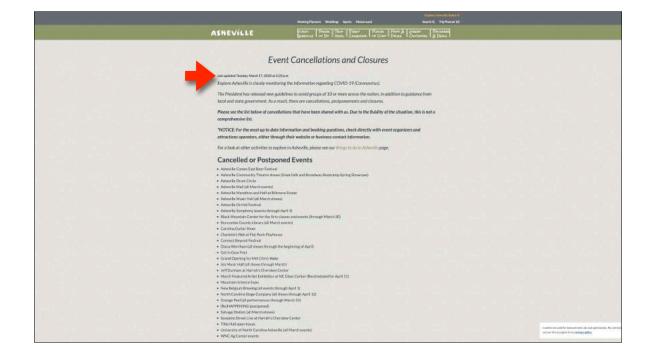




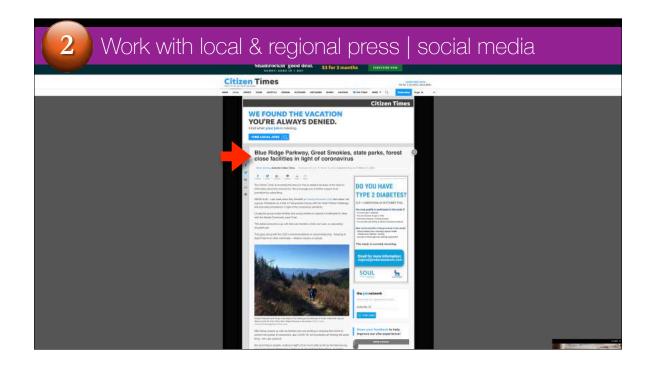


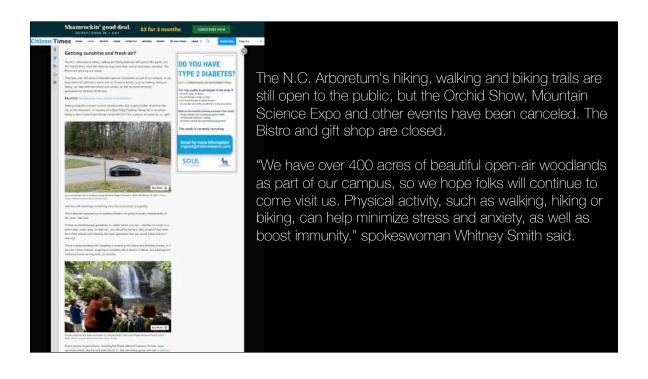




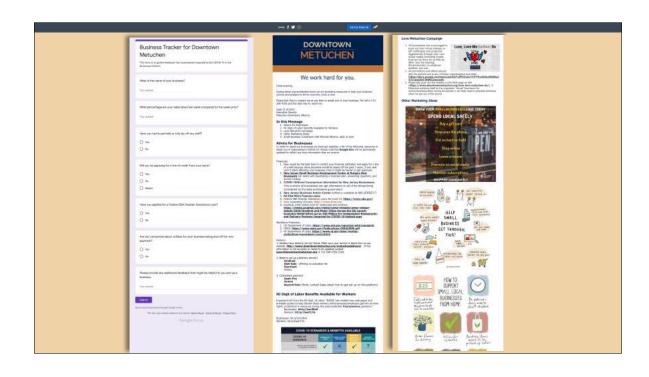




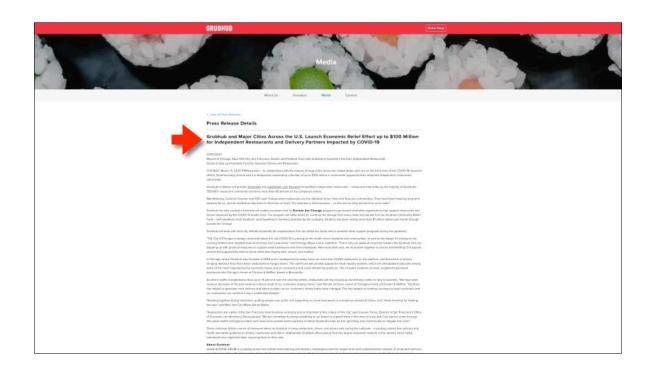






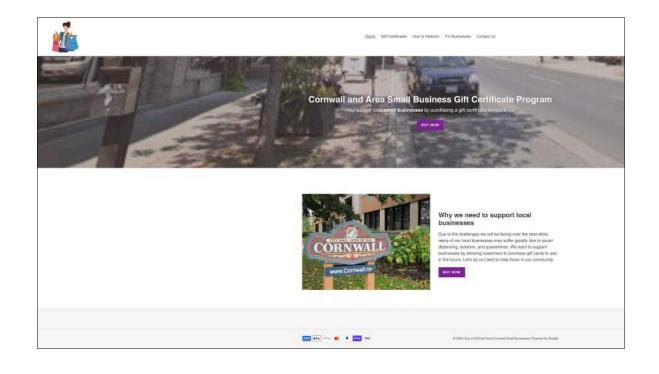


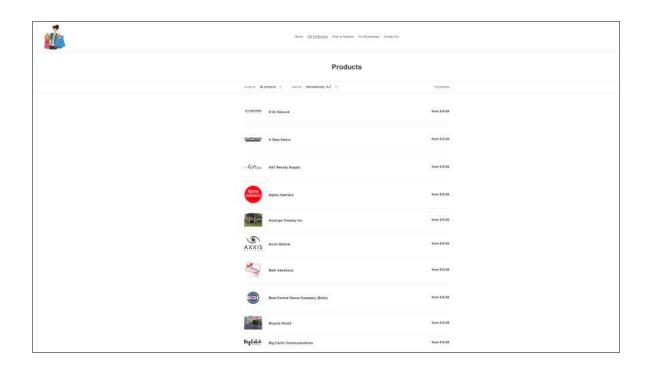


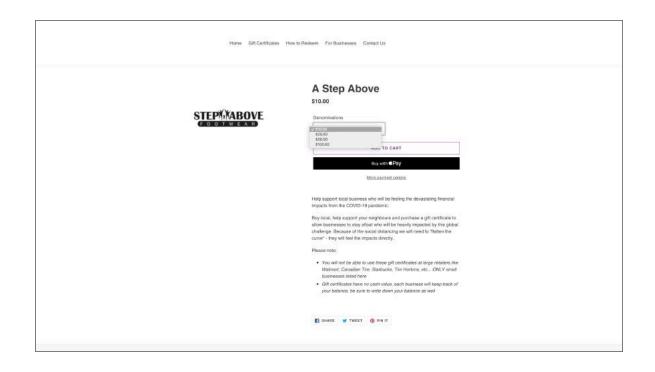


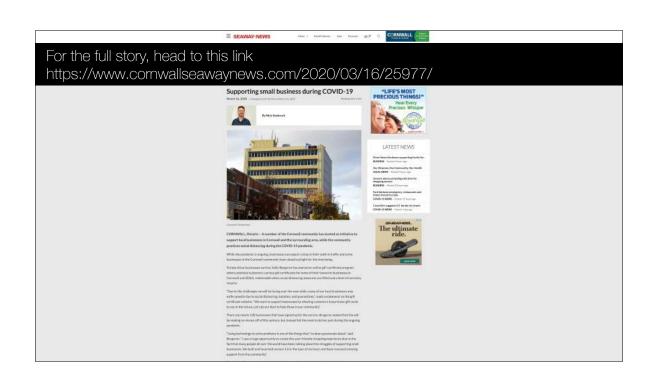




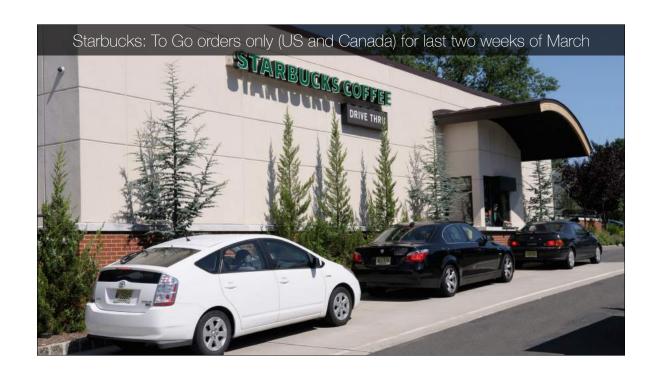


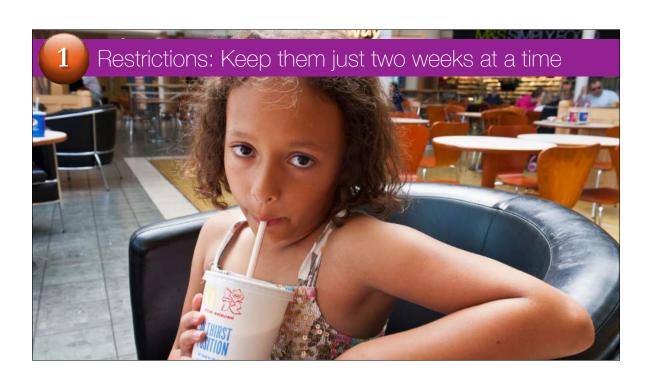




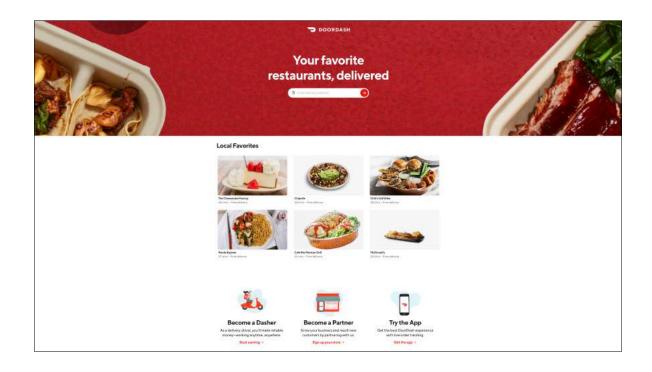


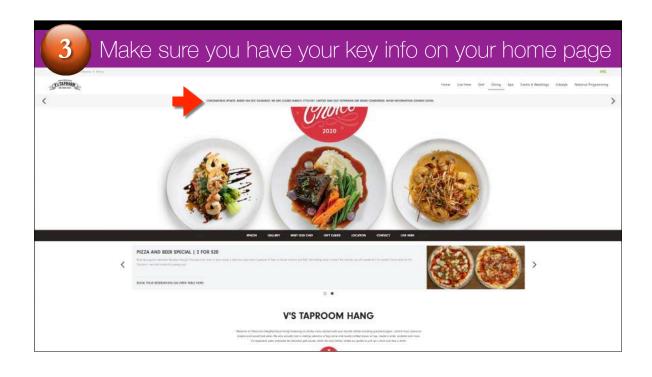




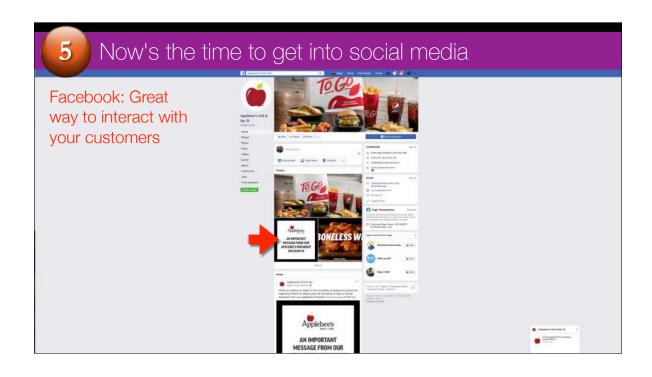


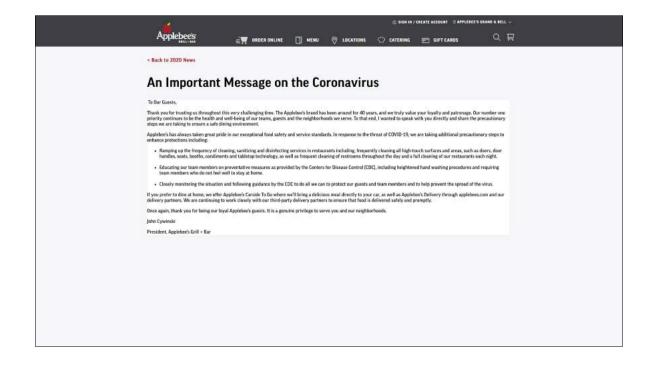


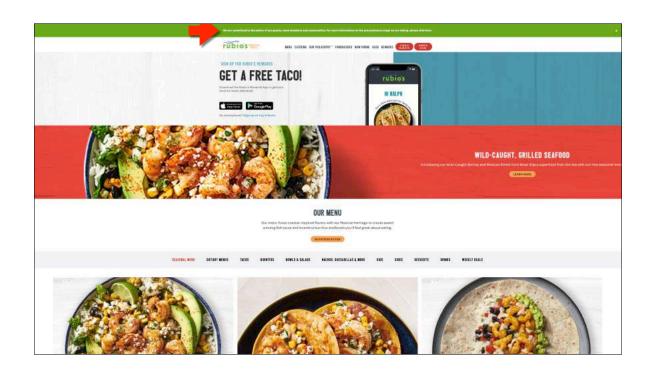


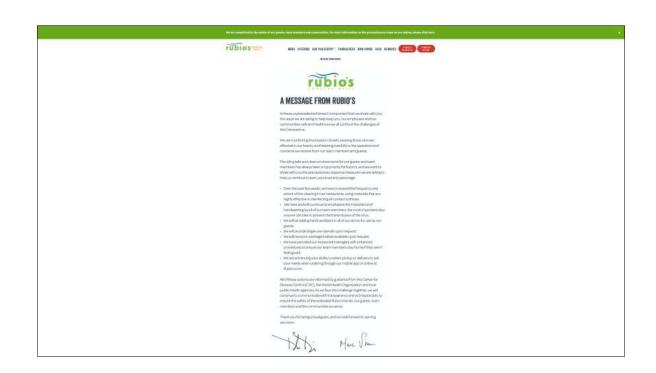


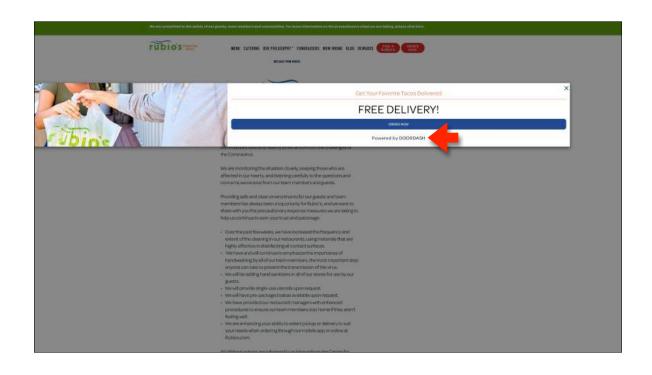


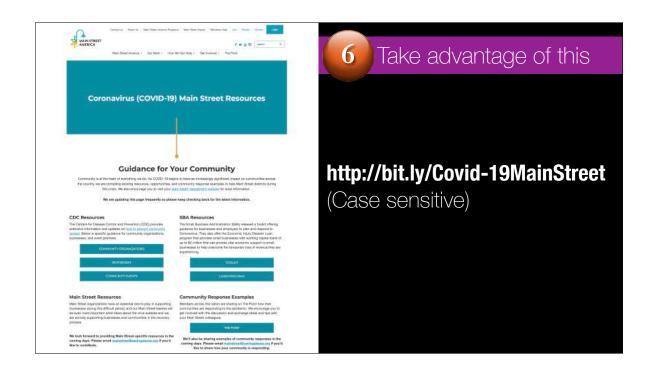






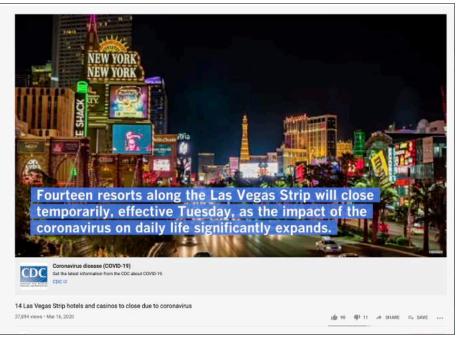


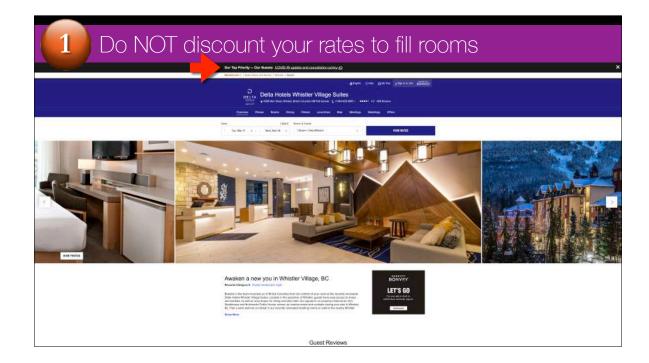




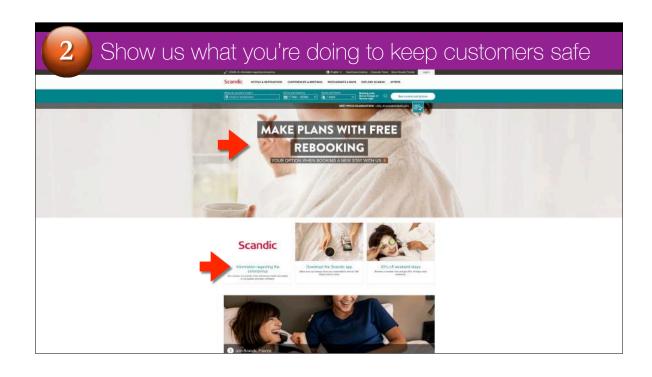


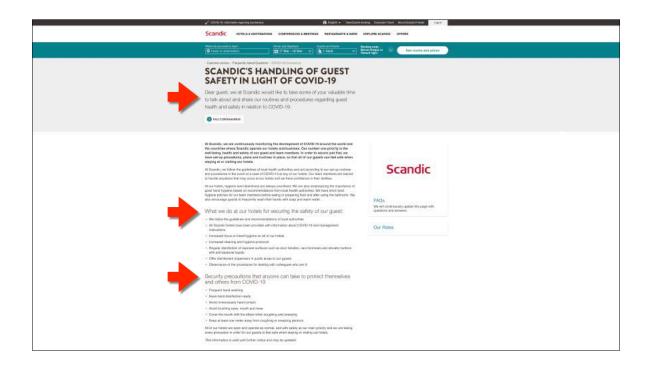
Las Vegas resorts, shows, conventions, trade shows shut down and in hiatus.

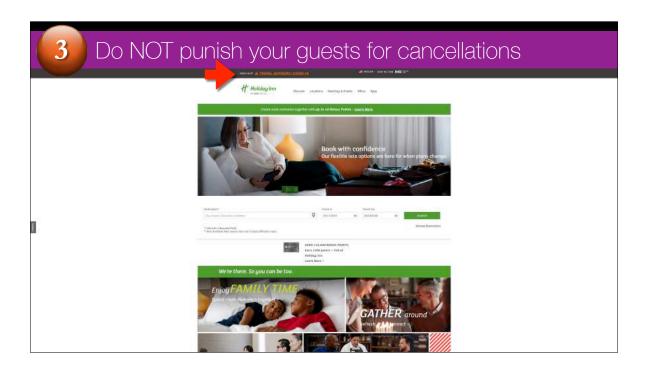


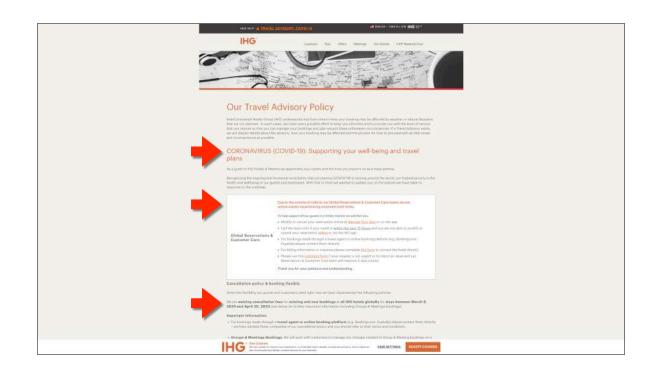








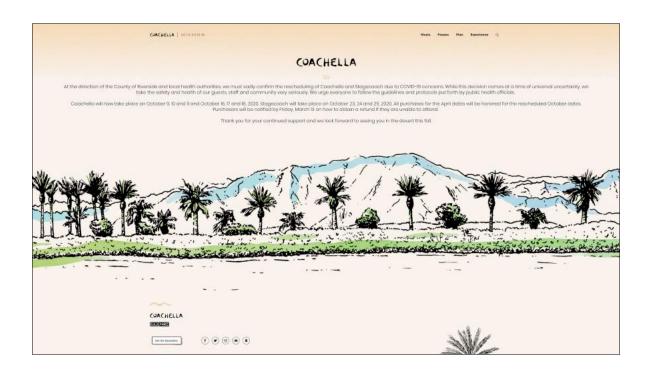






Large gatherings:

Cancel and postpone gatherings, events, etc. in 30-day increments





For conferences: 30-days out before changing dates

N > D DOWNTOWN COLORADO inc. DOWNTOWN SAVE THE DATE! COLORADO CO Springs | APR 14-17























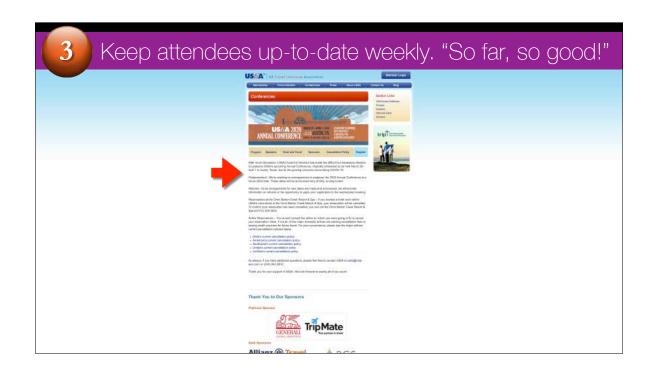














Apply for help

Funding sources & other assistance resources



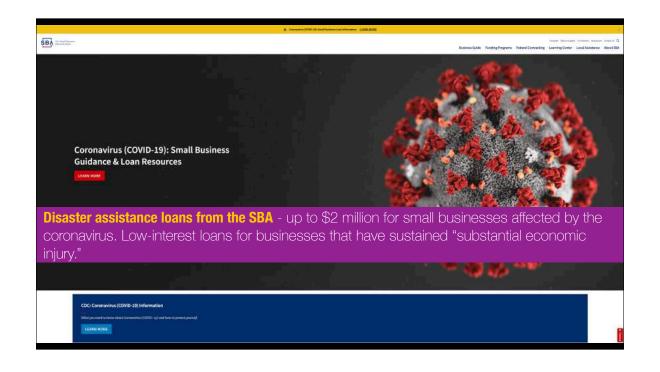
Keep track of changes in sales, staffing, etc.

Look for state and provincial initiatives:

Washington: Zero interest loans for businesses that encounter cash-flow problems due to the coronavirus.

Assistance from banks and credit card companies. Capital One, Citi and Wells Fargo have issued statements indicating they are willing to work with customers experiencing financial difficulties due to coronavirus.

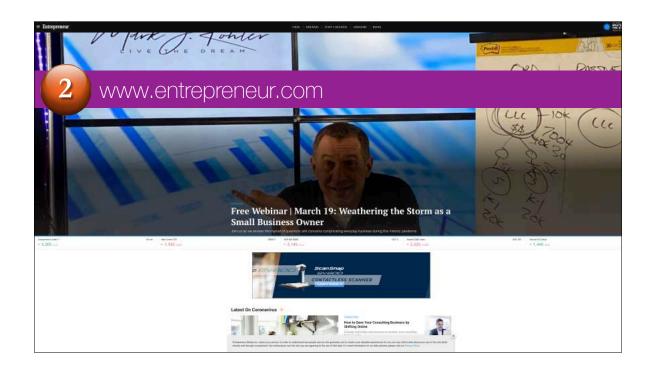
Check with local chambers of commerce, local SBA office, local SCORE offices.

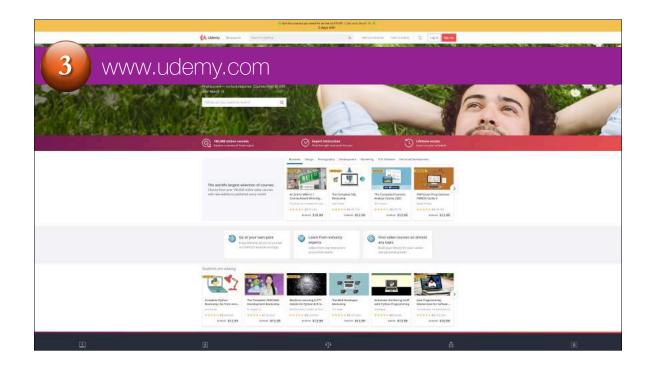


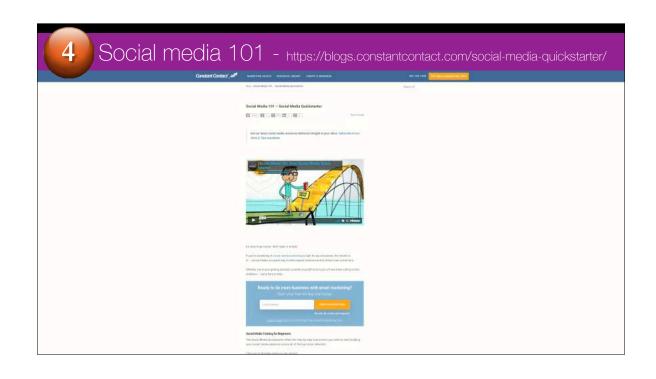


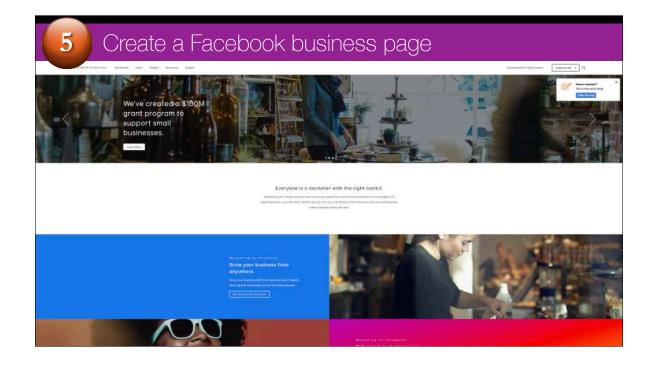


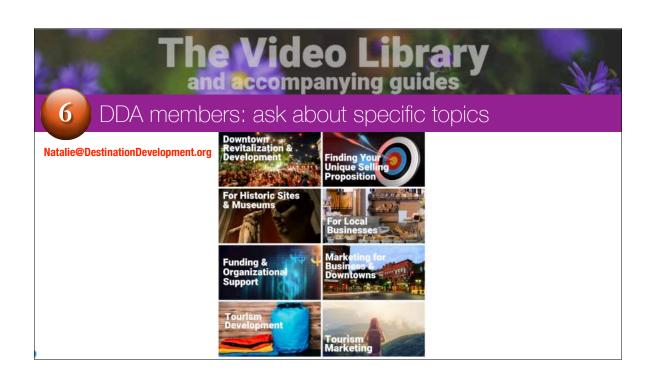






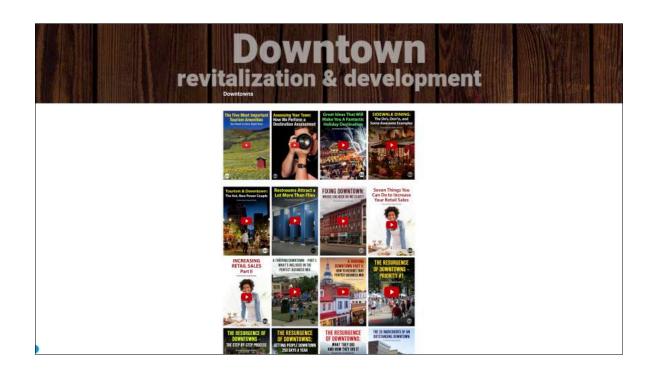










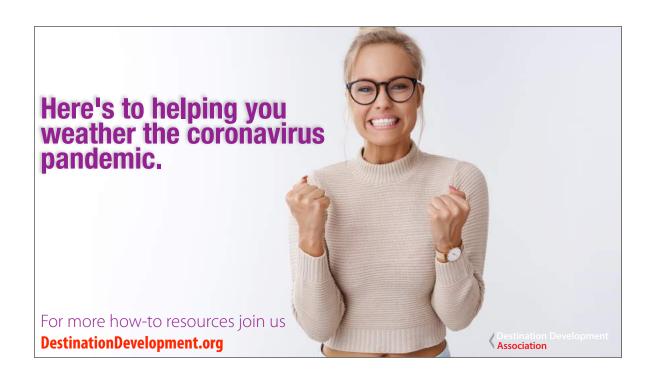


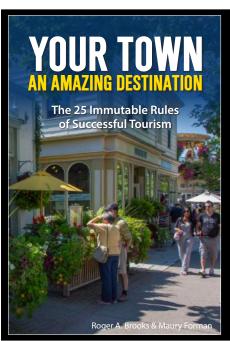












Totally re-written and updated

Available now on amazon.com

Print edition: \$39.95 E-book edition: \$9.99