



ADIRONDACK TOURISM STRATEGY

.....
PATHWAY FORWARD

ROOST

May 26, 2020

Agenda

1. Department of Health Update
2. Guidelines for Reopening
3. North Country Chamber Training Update
4. DEC Update
5. Summer Events
6. Local Kickstart Initiatives
7. Questions

To be considerate, please keep your phone on mute.

Send your questions anytime via the “Chat” button at the bottom of the screen, or by texting (518) 637-7188.



Phases to Opening the Region

Businesses in each region will re-open in phases.

Phase One

Construction, Manufacturing and Wholesale, Select Retail Using Curbside Pickup

Phase Two

Professional Services, Finance and Insurance,
Retail, Administrative, Real Estate and Rental

Phase Three

Restaurants/Food Service

Phase Four

Arts, Entertainment, Recreation, Education

Getting Back to Business

- **Retail:** COVID-19 Training & Navigating a New Business Environment - May 26th 1pm
- **Bringing Your Workforce Back:** Employment Law & Practical Considerations - May 27th 1pm
- **Hair Salon & Barber Shops:** COVID-19 Training & Navigating a New Business Environment - May 29th 1pm

To register or for more information visit northcountrychamber.com

Event Updates



Local Kickstart Initiatives



- **Supporting local businesses**
 - Resource Toolkit, signage, reopening protocols, etc.
 - Insiders, online shopping initiative, etc.
- **Sharing information**
 - roostadk.com/updates
 - Send your business updates to updates@roostadk.com for inclusion in the Insider.
- **Building community and consumer confidence**
 - Don't just tell me I'm cared for, show me.
 - "Safe" is subjective
 - Be Kind - Politely Adirondack

Love Your ADK Toolkit



#LoveYourADK

LOVE
YOUR
ADK

Take the Pledge

| Learn more



Leave
No
Trace™

Proud Partner | LNT.org

Welcome!

PLEASE STAY

←--- 6 FEET * ---→
APART

Don't touch the moose!
He's not a people person.

I'd advise keeping a safe distance from all wildlife!

SOCIAL DISTANCING SAVES LIVES!

* The antlers of a bull moose can grow up to 6 feet across! Please social distance even farther from moose.

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Welcome!

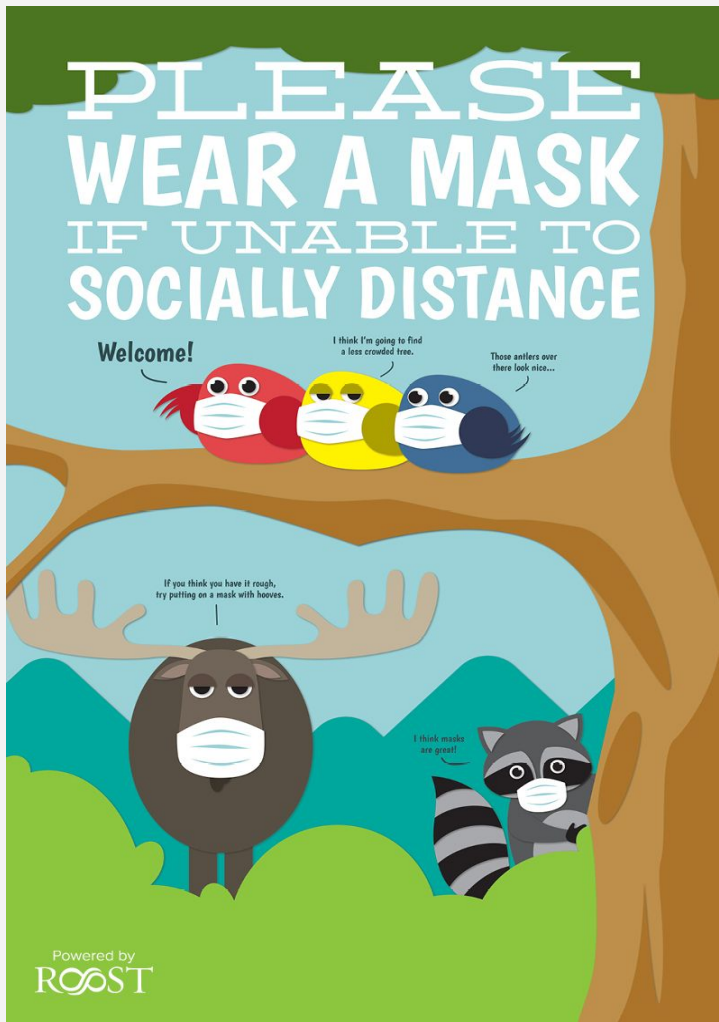
PLEASE WASH YOUR HANDS WITH SOAP & WATER

Hand washing is important and that's no bull!

I don't find that so-recessing...

If you can't find a majestic mountain stream, a sink will do just fine.

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New Version!



ROOST



Resources:

Resource Toolkit: roostadk.com/toolkit

Updates: roostadk.com/updates

Outdoor Updates: roostadk.com/outdoor-updates

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