



## **Martin County of Tourism Update #4:**

### **HELP MEASURING THE IMPACT**

Destinations across Florida are asking partners to help document the economic impact of COVID-19 on tourism, and we urge you to take a 5-minute survey ([survey link](#)) to provide your input. Your answers are confidential and will be seen only by the research firm Downs & St. Germain Research. All organizations are requesting the same information, and the data collected will be consolidated into statewide impact reports.

As of this update, 995 surveys from 37 counties were already compiled. You can see the results of that report [here](#). If we are able to get 30+ Martin County tourism businesses to respond to this survey we will be able to get a detailed report on the business sentiment for Martin County.

### **RESTAURANT INFORMATION**

We're all in this together. Restaurants need your support. Restaurants throughout [#MartinCounty](#) are taking additional measures to ensure the safety of all staff and guests. Local eateries are offering carryout, curbside pick-up and delivery options to continue feeding patrons in the safest way possible.

Visit our [Dining at a Distance](#) page to find what restaurants in the Martin County area are open for take-out, curbside pick-up or delivery during this time. We have over 150 restaurant listings, but the list is far from complete, so please submit your information on the web page!

### **SHOPPING NIGHT- SUPPORT LOCAL BUSINESSES**

The Great American Takeout was so successful a similar event to support small shops has been created for Wednesday, April 1 from 8 to 10 p.m.

Shoppers can't come to the store, so let's bring the store to the shoppers! Shopping Night in America was created to reconnect shoppers with their favorite local retailers. Retailers are being asked to socially share items for sale. If you will be taking part in this event, please use [#discovermartin](#) and we can cross-promote from our channels. Click [here](#) to see more information.

Access to the latest information and the quickest way to engage with our team is through our various social platforms using the @DiscoverMartin handle or by sending us an email at [info@discovermartin.com](mailto:info@discovermartin.com). All industry updates, along with links to important COVID-19 information, are posted to the tourism [COVID-19 page](#).

## **SOCIAL DISTANCING RESOURCES**

There's no denying that the world has entered uncharted territory since the COVID-19 pandemic began spreading across the globe. In this period of uncertainty, there are various ways to stay safe and implement best practices for prevention. Check out our [social distancing page](#) for ideas and resources.

Are you on social media? We are! Visit us on [Facebook](#), [Instagram](#) and [Twitter](#).

## **GOOGLE TRAINING**

Because information is changing so rapidly, it is important that your business information is accurate for search engine platforms. The Martin County Office of Tourism is a Google certified DMO and here to assist with resources. If you are a tourism business and would like to get a copy of a Google Workshop presentation that includes useful information on updating and managing your Google listing, please email [nokiye@martin.fl.us](mailto:nokiye@martin.fl.us).

## **DISCOVERMARTIN.COM**

While we are not actively marketing the area to potential visitors, we have noticed an uptick in our web traffic. If you have a special offer you would like to feature as part of a #PlanNowVisitLater strategy, you may add those offers to our [special offers page](#). Please make sure to include the dates that your offer is valid.

## **SHORT TERM RENTAL INFORMATION**

As of Friday, March 27, Governor DeSantis has suspended short term vacation rentals for two weeks. Additionally, individuals from high risk areas, New York, Connecticut, New Jersey and New Orleans, are being asked to self-quarantine for a period of 14 days upon arrival into Florida.

## **VISIT FLORIDA**

VISIT FLORIDA has set up a COVID-19 Data Dashboard. Gathering this data now is important and may help us speed up our recovery. Please view the data dashboard and other vital information on their dedicated [COVID-19 web page](#).

## **MARTIN COUNTY BUSINESS RESOURCES**

The Martin County Business Development Board is here to help navigate local, regional, state and national resources. They have created a [COVID-19 BIZ Hub](#) to help centralize all current and forthcoming information on key announcements, new services, programs, virtual events and community efforts to assist local businesses through this ever-changing environment. You can also call them at [772.221.1380](tel:772.221.1380) or email [info@bdbmc.org](mailto:info@bdbmc.org) with any questions or needs.

## **US TRAVEL ASSOCIATION - COVID CARES ACT Information**

The CARES Act, the largest economic relief package in our nation's history, was signed into law on March 27 and includes major provisions U.S. Travel fought for to deliver economic support to travel businesses, travel workers and their families. Learn what the different parts of CARES Act mean for you and your travel business [here](#).

## **SMALL BUSINESS ASSISTANCE**

Governor Ron DeSantis activated the Florida Small Business Emergency Bridge Loan Program to support small businesses impacted by COVID-19. The bridge loan program, managed by the Florida Department of Economic Opportunity (DEO), will provide short-term, interest-free loans to small businesses that experienced economic injury from COVID-19. **The application period runs through May 8, 2020.**

The DEO is currently surveying businesses throughout the state of Florida who have been impacted by COVID-19. Businesses and non-profits can access the Business Damage Assessment survey at [FloridaDisaster.BIZ](https://www.floridadisaster.biz). Select "COVID-19" from the drop-down menu.

For more information on the program, visit [www.floridadisasterloan.org](http://www.floridadisasterloan.org). For questions regarding the Emergency Bridge Loan Program, contact the Florida Small Business Development Center Network at 866-737-7232 or email [Disaster@FloridaSBDC.org](mailto:Disaster@FloridaSBDC.org). The phone line will be answered during regular business hours, and all voice mails and emails will be responded to within 24 hours. Sending in this form will not financially obligate your business in any way. When the declaration is granted for the SBA emergency loan program, applicants will receive information on how to apply for their loan.

### **FLORIDA RESTAURANT & LODGING ASSOCIATION**

The [Florida Restaurant & Lodging Association](https://www.floridarestaurantandlodging.com) has information that you might find helpful today and in the coming days. Please take a moment to review resources and upcoming webinars.

### **STATE REQUIREMENTS FOR RESTAURANTS, BARS AND NIGHTCLUBS**

Unsure of the new COVID-19 regulations and requirements? Click [here](#) for a summary of the changes.

### **UNEMPLOYMENT BENEFITS**

Florida Unemployment Benefits (now called Reemployment Assistance) are available for those Floridians whose employment has been affected by COVID-19. Individuals who are separated from their employment because of COVID-19 will file for Reemployment Assistance benefits in the same manner as individuals who are unemployed for reasons other than COVID-19. In determining an individual's eligibility for Reemployment Assistance benefits, the Department of Economic Opportunity follows state and federal law along with guidance issued from the U.S. Department of Labor. To apply for Reemployment Assistance Benefits, [click here](#).

### **COVID-19 COMMUNITY ECONOMIC RELIEF FUND**

To assist Martin County individuals and families who are impacted by COVID-19, [United Way of Martin County](https://www.unitedwayofmartincounty.org) is launching the COVID-19 Community Economic Relief Fund and has authorized up to \$200,000 from the emergency fund to aid in recovery efforts. They are working with local direct service organizations to disseminate emergency funds with the appropriate sense of urgency.

### **BASIC NEEDS**

If you are unable to meet basic needs like housing, food and healthcare, please reach out to the following partners who we will be working to distribute funds to individuals and families in need:

- House of Hope: (772) 286-4673
- Salvation Army of Martin County: (772) 288-1471

## **211**

Remember, the 211 Helpline is available 24/7 to connect you with resources for food, mental health, legal support and more. Those in need of help can dial 2-1-1, (561) 383-1112 or text their zip code to TXT211 (898211). The service is free, confidential and available 24/7.

## **INFORMATIONAL RESOURCES**

### **Martin County Information**

The Martin County Board of County Commissioners' website is updated throughout the day with the most relevant Martin County information. You may access that information at [www.martin.fl.us/coronavirus](http://www.martin.fl.us/coronavirus).

### **Alert Martin Emergency Alerts**

Residents are encouraged to sign up to receive emergency alerts including information about COVID-19 by phone, text, and/or email. To sign up, text ALERTMARTIN to 888777.

### **Florida Department of Health**

For questions related to COVID-19 in Florida, please contact the Florida Department of Health's dedicated COVID-19 call center, available 24 hours a day, 7 days a week.

**24/7 State Hotline:** (866) 779-6121

**Email:** [covid-19@flhealth.gov](mailto:covid-19@flhealth.gov)

**Website:** <https://floridahealthcovid19.gov/>

## **OTHER RESOURCES:**

### **COVID-19 webinar: "U.S. & Canada hotel weekly performance analysis"**

Join Jan Freitag, Smith Travel Research's senior VP of lodging insights, for a quick-hitting [weekly webinar](#) focused on the most recently processed week of hotel performance data for the U.S. and Canada. We will cover national numbers as well as the key markets to show the most significant performance fluctuations as COVID-19 concerns broaden. This webinar series will be recorded and made available each week for those unable to join live. Sign up for updates [here](#).