



AGENDA ITEM #10.3

REPORT TO CITY COUNCIL

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Date: June 2, 2020

Subject: Lake Country Cares Endorsement

Report: Lake Country Cares is a regional COVID-19 safety best practices communication campaign for major and main street employers along with all the people of Crow Wing County. The goal of this campaign is to normalize the safety measures we are now being asked to develop (COVID-19 preparedness plans) while ensuring consistent, best practices that place the safety of everyone first as our businesses continue to open. Attached is the Lake Country Cares Memorandum of Understanding to endorse the Lake Country Cares campaign for Council consideration. Further information can be found on their website at www.lakecountrycares.com.

Council Action Requested: Council motion endorsing the Lake Country Cares campaign and Memorandum of Understanding.



Memorandum of Understanding — 05/08/20

Lake Country Cares

What is it?

A regional COVID-19 safety best practices communication campaign for major and main street employers along with all the people of Crow Wing County. The goal of this campaign is to normalize the safety measures we are now being asked to develop within the State of Minnesota.

1. Personal protective practices, such as masks, shields, etc., to prevent virus transmission.
2. Social distancing practices that ensure six feet of separation between people.
3. Sanitation and hygiene practices, such as washing hands and surfaces while minimizing contact.

Lake Country Cares

Who is it?

Lake Country Cares is assembling a coalition of local governments, chambers of commerce, healthcare organizations, media, and other community organizations. Crow Wing County/Crow Wing County Health is the leading partner of Lake Country Cares. Region-wide solidarity is the key to the success of Lake Country Cares.

Lake Country Cares

Who is responsible for what?

Regional chambers, healthcare organizations, and major and main street employers will be asked to participate in ways appropriate to their skills, resources, and organizational vision and mission. Specific responsibilities per stakeholder partner include:

Crow Wing County, Crow Wing County Health

- Final decision-making authority of Lake Country Cares.
- Collaborating with regional businesses in offering voluntary reviews of specific businesses' COVID-19 Preparedness Plans.
- Be physically present at a potential press conference to go officially public with Lake Country Cares.
- Speak to, and provide Lake Country Cares positioning and talking points to regional, state, and national media.
- Permission to use County logo in Lake Country Cares digital and print communication tools.

Chambers of Commerce

- **Business-Minded:**
 - Sharing the "how-to" steps for member and non-member businesses to create their specific business' COVID-19 Preparedness Plans using the provided Crow Wing County template.
 - Once completed, reviewing, modifying, and receiving Crow Wing County's feedback.
 - Crow Wing County's review/comments on a COVID-19 Business Preparedness Plan does not mean/indicate/equal that a business may reopen. Businesses are encouraged to prepare in advance, but wait to officially reopen upon word from the State of Minnesota that their business segment is allowed to return to work.
 - Be their community advocate to rally local business support to join and help promote Lake Country Cares.
- **Tourism-Minded:**
 - Share the news with the region at large (all people) as to the strategic plan of Lake Country Cares, and what this means to businesses and customers.
 - Include mention of Lake Country Cares and lakecountrycares.com in ongoing paid (if applicable) and self-published tourism related messaging and communication (eMail, social media, digital display, traditional media).
- **In-General:**
 - Be physically present at a potential press conference to go officially public with Lake Country Cares
 - Speak to, and provide Lake Country Cares positioning and talking points to regional, state, and national media
 - Permission to use Chamber of Commerce logo in Lake Country Cares digital and print communication tools.

Tourism Marketing Organizations

- **Tourism-Minded:**
 - Share the news with the Tourism Marketing target audiences as to the strategic plan of Lake Country Cares, and what this means to businesses and customers in our region.
 - Include mention of Lake Country Cares and lakecountrycares.com in ongoing tourism-minded messaging and communication (eMail, social media, digital display, traditional media).
- **In-General:**
 - Be their community advocate to rally local business support to join and help promote Lake Country Cares.
 - Be physically present at a potential press conference to go officially public with Lake Country Cares.
 - Speak to, and provide Lake Country Cares positioning and talking points to regional, state, and national media.
 - Permission to use tourism marketing organizational logo in Lake Country Cares digital and print communication tools.

Area businesses and nonprofit organizations

- Create their specific business' COVID-19 Preparedness Plan, have a voluntary review with Crow Wing County Health and receive feedback.
- Crow Wing County's voluntary review and feedback on a COVID-19 Business Preparedness Plan does not mean a business may reopen. Businesses are encouraged to prepare in advance, but wait to reopen upon word from the State of Minnesota.
- Speak to, and provide Lake Country Cares positioning and talking points to business employees and customers.
- Display tabloid-sized posters at entry points to business.
- Display letter-sized COVID-19 Preparedness Plan at locations within the business, ideally located by tabloid-sized poster.
- Follow the safety best practices of both the specific business' COVID-19 Preparedness Plan, and the safety best practices as shown on the tabloid poster (breathe safely, walk safely, and touch safely).
- Stay in contact with your regional Chamber to update and further refine the Lake Country Cares message to be relevant with the current business setting in the midst of COVID-19 in our region.

Healthcare providers, local governments, and other community partners

- Share the news with the region-at-large (all people) as to the strategic plan of Lake Country Cares and what this means to businesses and residents.
- Include mention of Lake Country Cares and lakecountrycares.com in ongoing paid (if applicable) and self-published medical, civic, or organizational-related messaging and communication (eMail, social media, digital display, traditional media).
- Be physically present at a potential press conference to go officially public with Lake Country Cares.
- Speak to and provide Lake Country Cares positioning and talking points to regional, state, and national media.
- Permission to use healthcare organization logo in Lake Country Cares digital and print communication tools.

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How will people hear about it, know about it?

1. Businesses and their employees will be developing their individual COVID-19 Preparedness Plans in voluntary collaboration with Crow Wing County Health as directed by the State of Minnesota.
2. Lake Country Cares Tabloid (11 inches by 17 inches) Window Poster—"For the Safety of All"
 - a. Tabloid-sized printed posters to be supplied at no cost to businesses and organizations.
3. Lake Country Cares individual business COVID-19 Preparedness Plan
 - a. Businesses to be provided Microsoft Word (8.5 inches x 11 inches) file template to enter their plan (Top 5 Points), print internally at the place of business, and then display near or adjacent to the 11 x 17 Tabloid Poster—"For the Safety of All."
 - b. Digital word template provided at no cost to businesses and organizations.
4. County, Businesses, Chambers, Tourism Marketing, and Cities:
 - a. Promoting Lake Country Cares and lakecountrycares.com through the placement of the campaign logo and website on existing businesses or organizations' print mailings, website, social media, email marketing.
 - b. High-resolution digital graphic (.jpg, .pdf, .png) to be provided at no cost to businesses and organizations.

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A word about the look, the feel, the perception, the intention.

The overall visual of Lake Country Cares tithes from the already regionally successful brand movement of Lakes Proud. Lakes Proud provides a known visual that allows an optimistic umbrella over our entire region, allowing all regional partners to be equal ambassadors within the Lake Country Cares brand.

The purpose-built tone and manner of Lake Country Cares is to build the middle ground between the two polarized sides of the COVID-19 crisis. Lake Country Cares will purposefully build the narrative and partnerships to pave a path forward that embraces both strategic safety and businesses reopening. The success of Lake Country Cares falls squarely on the regional partners embracing and adopting this message. United we stand. United in safety first and united in businesses reopening as soon as the safety measures are in place, and reviewed or allowed by the necessary government units. (Voluntary review by Crow Wing County Health and allowed to reopen by State of Minnesota).

Lake Country Cares purposefully will not label people of Crow Wing County. All people of Crow Wing County will be considered equals and treated in the same manner—whether a primary or a seasonal resident, a visitor, or a lifelong citizen. All are wanted, desired, respected, important. Lastly, a final goal of Lake Country Cares is to rebuild customer and resident confidence in our region-wide, safety-minded strategy driving our process of reopening businesses.

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How will it be measured as successful?

Lake Country Cares will be measured for success through the following metrics:

- 1) Did the people of Crow Wing County express and/or seem to feel increased peace in how Lake Country Cares positioned our business communities for reopening?
- 2) When establishing the middle ground, did Lake Country Cares facilitate/improve customer confidence to once again frequent and make purchases from our regional, major and main street employers?
- 3) Were major and main street employers allowed to safely reopen through strategically based safety measures at the appropriate time? Did working together through the lens of safety best practices allow our businesses to reopen sooner or to have the ability to be ready earlier, than if Lake Country Cares did not exist?
- 4) Did Lake Country Cares reduce the curve of COVID-19 infections (in our region) in comparison to other natural resource-based tourism destinations located two hours from major metro hubs?
- 5) Did Lake Country Cares empower more businesses to weather this financial crisis than if we did nothing?

Lake Country Cares

Who owns it?

Crow Wing County is responsible for the final approval of the Lake Country Cares campaign messaging for the campaign at this time. While Lake Country Cares is available for our entire region to share, use, and promote without cost, Crow Wing County remains the intellectual owner of the Lake Country Cares property rights. Crow Wing County asks for additional organizations, businesses, and individuals to join the cause should they be able to contribute additional dollars to make the Lake Country Cares movement as large and effective as it possibly can be. Contributing additional funds is not required to participate in Lake Country Cares.