Recommendations from Hospitality, Tourism, and Retail
Recommendation #1 - Quarantine

1. Which sector does this recommendation support, and/or which barriers does it address?
   Hospitality, Tourism, and Retail

2. What is the recommendation?
   The primary recommendation is that the administration continue to explore alternatives to the 14 day quarantine and testing requirement. The subcommittee minimally recommends alignment with our regional partners in NH and VT where these measures are suggestions or recommendations, not requirements. Relying on symptom checking such as temperature checks, contract tracing, aggressive cleaning protocols, and mask wearing as appears to be the approach of our neighboring states. It is the recommendation of the committee that Maine businesses not be disadvantaged, as compared to regional peers, in attracting visitors to Maine while we learn to safety coexist with this virus. If a visitor were to identify symptoms or register a temperature reading above the recommended level, a visitor would need to be tested before being allowed to stay at an establishment. As part of the consideration set with implementing an alternative to 14 day quarantine or test requirement, reduced occupancy at lodging could be considered, perhaps reducing occupancy capacity by a third.

3. How urgent is this recommendation? (i.e. should it move forward immediately)
   Urgent.

4. What are the benefits?  This change removes primary barriers to visitors coming to Maine, but still puts health and safety measures at the forefront while allowing visitors to continue their Maine traditions. Aligning closely with neighboring and regional states would allow Maine businesses to compete fairly with regional peers to attract a share of those who will vacation this season. Giving Hospitality, Tourism, and Retail businesses a fair playing field compared to regional competitors will mean the need for future economic support may be able to be tempered (though not eliminated) and be more in line with regional peers. Maine, NH, and VT based visitors account for a small percentage of Maine vacationer, particularly those who require lodging.

5. What are the costs? No additional significant direct/immediate costs have been identified, this builds upon and relies on measures already in place or being developed. This is expected to result in a modest increase business and revenue for both Maine businesses and the State. This committee recognizes its roll is not to quantify or make judgment on potential costs to public safety.

6. When should implementation begin and when is an outcome realized?
   Immediately/ongoing

7. Will any populations, communities, or industries be disadvantaged by this recommendation?
   Implementing this recommendation would remove barriers that the 14 day quarantine or testing requirement impose, making a visit to Maine more accessible. Maine businesses are expected to prioritize the health and safety of employees and customers by complying with state mandated checklists (though many are implemented enhanced measures) and are further incented to ensure a safe experience by the use of tools like yelp reviews etc.

8. Is there an existing model for this, in or outside of Maine? Yes, as seen in NH, VT, and other New England state, with variations. Table attached.
9. What additional data or information is needed, if any? This recommendation should be looked at in conjunction with experts in public health.

10. What else should be considered to evaluate this recommendation? The committee recognizes this is ultimately a public health decision, however thought it was critical to highlighting the inconsistency with neighboring states creating barriers that put Maine Hospitality, Tourism, and Retail businesses at a disadvantage. Ultimately this will likely mean Maine businesses in this sector will need more economic support than regional peers.

<table>
<thead>
<tr>
<th>State</th>
<th>Visitor Requirements</th>
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<tbody>
<tr>
<td>New Hampshire</td>
<td>Guest check in may commence on Friday, June 5th, 2020. Operators should require a copy of a NH driver’s license or a signed document from the guest(s) <strong>attesting that all the person(s) staying at the lodging facility remained at a home for at least 14 days before arriving</strong> in New Hampshire, only going out for essential items and when outside of the home maintaining social distancing and wearing face masks when within less than 6 feet of another person during this 14 day “quarantine”. Out-of-state guests should be made aware at the time of the reservation of the need for this requirement and signature.</td>
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<tr>
<td>Vermont</td>
<td>The State of Vermont has determined that <strong>any county with less than 400 active cases of COVID-19 per one million residents is now eligible for quarantine-free leisure travel</strong>. The Agency will update the map below each Friday identifying quarantine and non-quarantine counties throughout New England and New York. View map here <a href="https://accd.vermont.gov/covid-19/restart/cross-state-travel">https://accd.vermont.gov/covid-19/restart/cross-state-travel</a></td>
</tr>
</tbody>
</table>
| Massachusetts | **Massachusetts expects visitors to self-quarantine for 14 days as you monitor your health**

Lodging operators must inform guests at the time a reservation is made and at check-in of the Commonwealth’s policy **urging travelers to self-quarantine for 14 days** when arriving in Massachusetts from out of state.

| Connecticut   | Lodging open to first responders only until June 17 –

Anyone entering the state "by any mode of transportation for any reason" is **urged to self-quarantine for 14 days.** |
<table>
<thead>
<tr>
<th>Location</th>
<th>Details</th>
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<tbody>
<tr>
<td>Upstate NY</td>
<td>Updated 6/11/20 - from NY Tourism -</td>
</tr>
<tr>
<td></td>
<td>As New York State moves through its phased reopening of businesses by industry and region, please check with venues and attractions for information on openings, capacity, and available amenities before making plans. Coronavirus is still spreading in New York. New Yorkers are required to wear a mask and maintain 6 feet distance in public. <a href="https://www.iloveny.com/travel-tools/coronavirus-resources-for-travelers/">https://www.iloveny.com/travel-tools/coronavirus-resources-for-travelers/</a></td>
</tr>
<tr>
<td>Rhode Island</td>
<td>The 14-day quarantine is only in place for people returning to Rhode Island from an area still under stay-at-home order or another similar type of restriction. <a href="https://health.ri.gov/covid/">https://health.ri.gov/covid/</a></td>
</tr>
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# Recommendation from HT&R ERC Subcommittee #2
## Business Stabilization

1. **Which sector does this recommendation support, and/or which barriers does it address?**
   This recommendation is aimed at otherwise viable businesses who are significantly negatively impacted by the implications of the COVID-19 Pandemic. Primarily those in the hospitality, tourism, and retail sectors which are significant drivers of Maine’s economy and who rely on many things the pandemic has put on hold; larger gatherings, unencumbered safe travel, being in close proximity with others in public, etc. Further, the income stream in these businesses is disproportionally weighted to the summer months, making the timing of this pandemic even more devastating to this industry.

2. **What is the recommendation?** Develop a Business Stabilization Program directed to Hospitality, Tourism & Retail businesses who are realizing significant financial hardship as a result of the pandemic and policy put in place to mitigate it. The subcommittee recommends the Governor ask the ERC & DECD to urgently develop a program to disperse CARES ACT funds, and/or other funds to support the solvency of these businesses.

3. **How urgent is this recommendation?** (i.e. should it move forward immediately) Urgent

4. **What are the benefits?** Ideally the funds would provide a financial bridge for these industries to survive until the next wave of federal support, or absent that until June 2021.

5. **What are the costs?** A significant portion of Maine’s Cares ACT dollars, likely several hundred million dollars, TBD

6. **When should implementation begin and when is an outcome realized?** ASAP, program in place by mid-July

7. **Will any populations, communities, or industries be disadvantaged by this recommendation?** The committee supports leveraging lessons learned from the recent PPP roll out, taking measures to make this Business Support Program more accessible to smaller or disadvantaged (is this the correct technical word?) businesses from the outset.

8. **Is there an existing model for this, in or outside of Maine?** Several, though all in various states of development. PPP and EIDL also offer important learnings.

9. **What additional data or information is needed, if any?** Yes, this program will need to be designed and should be simple for businesses to access, quickly/fast to process get the funds out, and targeted to the industry’s most of need.
10. What else should be considered to evaluate this recommendation? Other ERC members, DECD, FAME and others depending on the program design.
Recommendations from HT&R ERC Subcommittees #3
Marketing - Immediate

1. Which sector does this recommendation support, and/or which barriers does it address? Hospitality, Tourism, and Retail.

2. What is the recommendation? The subcommittee recommends funds not be ‘swept’ from the Maine Office of Tourism (MOT) as part of the FY end process for the fiscal year ending June 30 2020.

3. How urgent is this recommendation? (i.e. should it move forward immediately) immediate

4. What are the benefits? Dollars spent marketing Maine have a significant return (insert stat here). The committee strongly recommends that any unused funds (it isn’t clear if there are not any) be kept under the purview of the MOT for future needs, which will undoubtedly dwarf future budgets as they are based on revenue. The MOT is funded based on a percentage of the prior 6-12 months of tourism based tax revenue. In response to the Pandemic, the MOT made the prudent decision to pause their planned marketing plans and repurposed/redirected funds to a more targeted and Maine based campaign that kicked off Mid June (several months later than the traditional summer campaign).

5. What are the costs? Remaining funds (actual amount TBD) are at risk of being swept into the general fund.

6. When should implementation begin and when is an outcome realized? This is a short term, tactical measure that would reserve any remaining funding (already allocated to MOT) for MOT use in the next FY when their funding is expected to drop significantly.

7. Will any populations, communities, or industries be disadvantaged by this recommendation? NA

8. Is there an existing model for this, in or outside of Maine? NA

9. What additional data or information is needed, if any? NA

10. What else should be considered to evaluate this recommendation? NA
Recommendations From HT&R ERC Subcommittee #4  
Marketing – July 15

1. Which sector does this recommendation support, and/or which barriers does it address?  
   Hospitality, Tourism, and Retail

2. What is the recommendation? The subcommittee recommends the Maine Office of Tourism (MOT) budget stay minimally flat, based on the fiscal year ending 6/30/20 for the fiscal years starting on 7/1/20 and 7/1/21.

3. How urgent is this recommendation? (i.e. should it move forward immediately) The subcommittee submits this for the July 15th due date.

4. What are the benefits? Without change, the MOT budget would be significantly reduced as a result of the pandemic. The funding is generated by tourism based taxes and operates in a lagging manner, meaning 12-18 months from now the budget could be impacted by as much as half (based on recent sales tax numbers). The MOT budget for the year ending 6/30/20 was approximately 18M. The MOT is responsible for marketing Maine to visitors, tourists, and vacationers as well as operating Maine’s visitor centers (among other things). The funding model puts the critical work of the MOT at risk in future years.

5. What are the costs? The erosion of the funding that feeds the formula is not entirely known at this point, but a $9MM gap would not be unexpected based on current data.

6. When should implementation begin and when is an outcome realized? This should be part of the next budget process (need help here on the details of how/when the budget this is done)

7. Will any populations, communities, or industries be disadvantaged by this recommendation?  
   NA

8. Is there an existing model for this, in or outside of Maine?  
   NA

9. What additional data or information is needed, if any?  
   NA

10. What else should be considered to evaluate this recommendation?  
    NA