

# Tourism & General Business Survey

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May 5, 2020

Conducted by: Gregg Almquist

## EXECUTIVE SUMMARY

Strong engagement of 286 responses  
representative of business sector

Broad representation from business/tourism  
sectors. Very strong from Dining, lodging, retail  
and galleries. Also, bar, entertainment, salon/spa,  
transportation, attractions, health services, and  
other

## EXECUTIVE SUMMARY

Significant majority of businesses indicated they plan to open this summer

Less than 50% have received financial assistance and more than 50% need it

## EXECUTIVE SUMMARY

Significant majority (80-90%) support safety measures (social distancing, enhanced sanitation and sanitizing stations, PPE/masks)

Majority indicate they have secured staff, although this may vary by sector

## EXECUTIVE SUMMARY

Majority support making Commercial St more pedestrian, and support measures to reduce parking and bike traffic

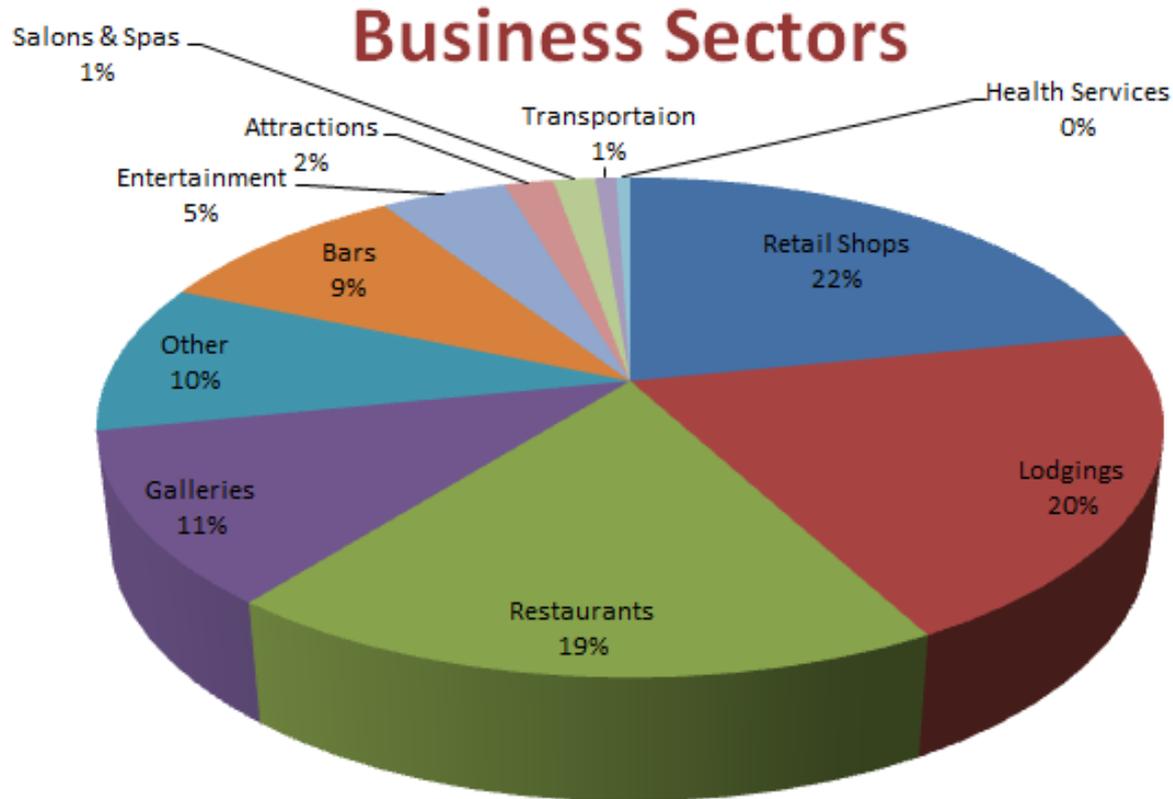
Majority support relaxing certain regs to expand service area outdoors, open display, open container, etc

Lots of specific recommendations

# WHO RESPONDED TO THE SURVEY?

RESTAURANTS – SHOPS – GALLERIES = 52%

LODGING = 20%

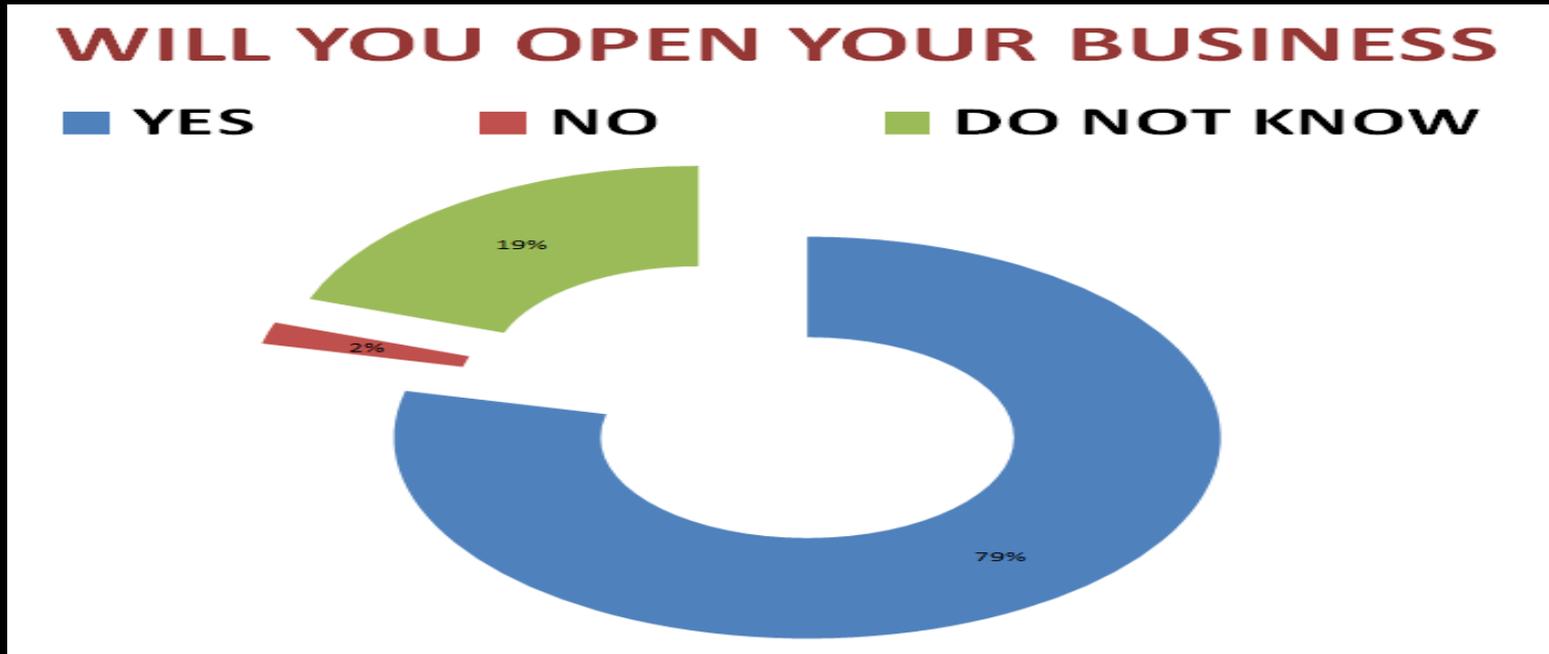


# Tourism & General Business Survey

## Detailed Findings

# BUSINESS VIABILITY

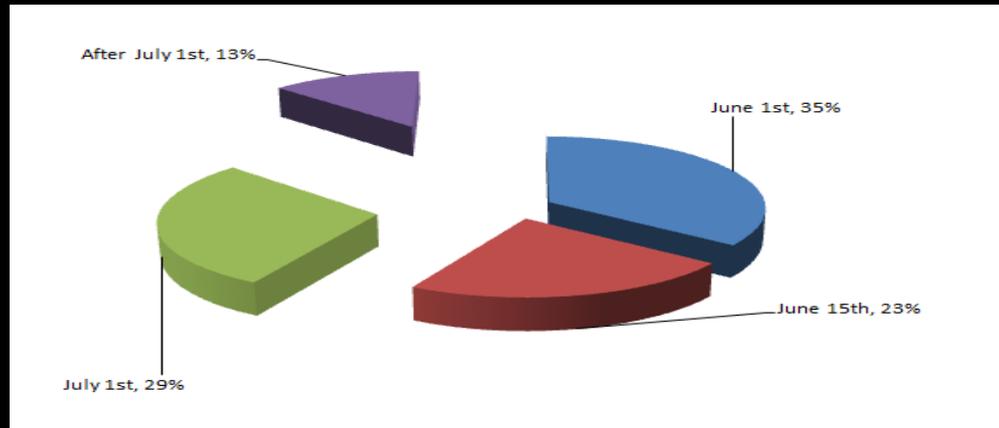
80% OF THE BUSINESSES ARE PLANNING TO OPEN



# BUSINESS VIABILITY

58% NEED TO OPEN BY JUNE 15<sup>TH</sup> FOR A VIABLE SEASON

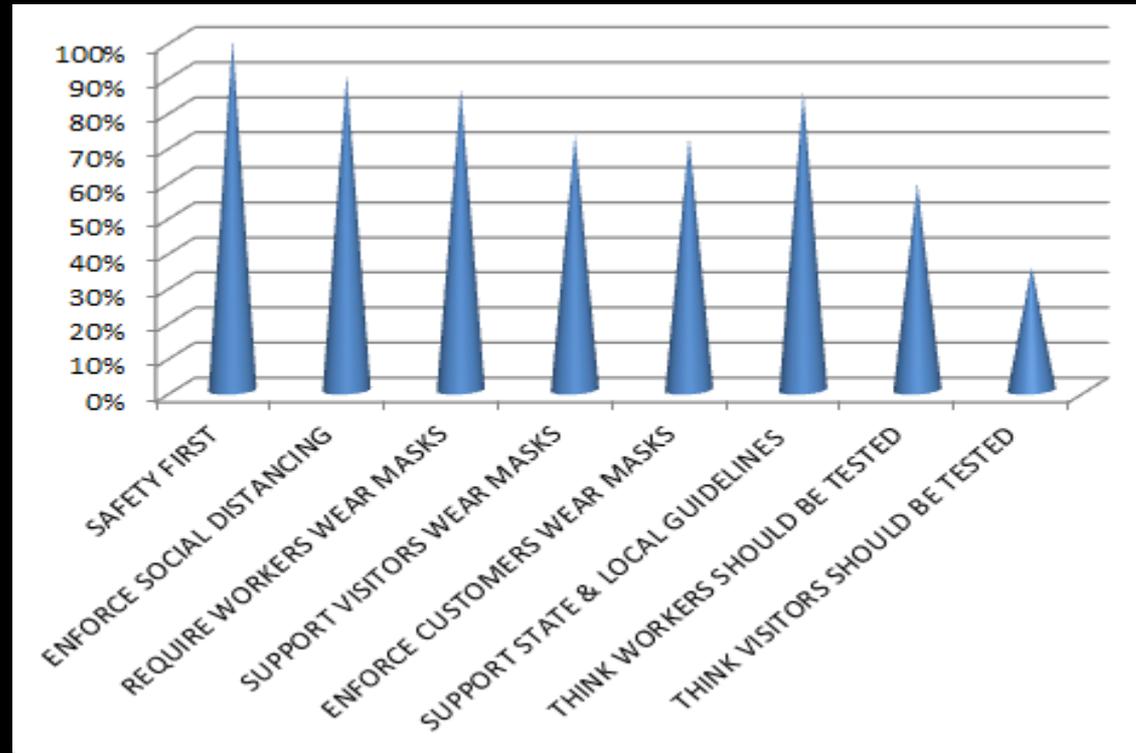
42% WILL NOT BE VIABLE TO OPEN AFTER JULY 1<sup>ST</sup>



72% WILL REMAIN OPEN LATER IN THE YEAR TO COMPENSATE FOR LOST BUSINESS

# SAFETY GUIDELINES

**SAFETY IS OF THE UNTMOST IMPORTANCE**



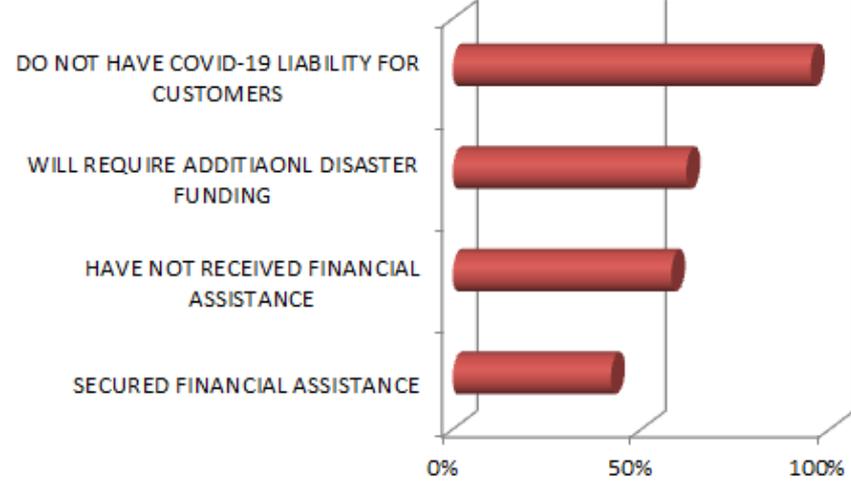
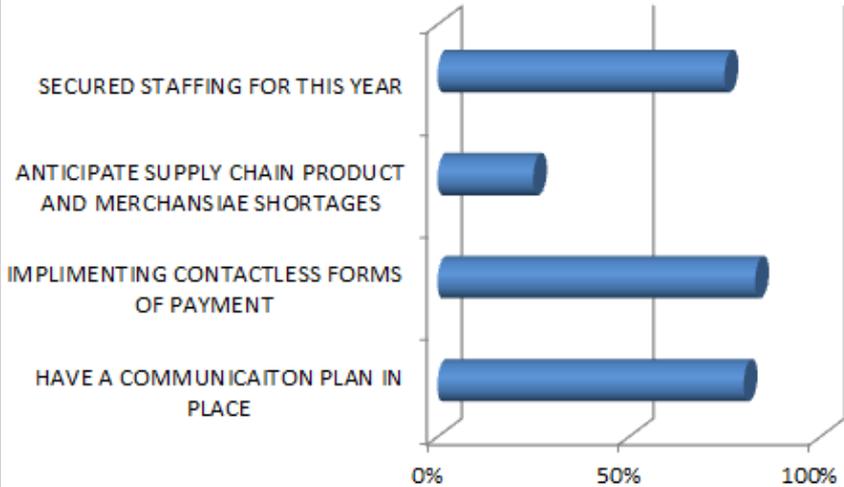
# SAFETY GUIDELINES

- All businesses are putting safety first
- Will support the Town's regulations by business sector
- Emphasize social distancing guidelines be kept in place
- Will require all staff to wear masks

# SAFETY GUIDELINES

- Will require all staff to wear masks
- Promote contactless forms of payment
- Implementing hand sanitizers at entry
- Investing and implementing increased sanitation to improve safety of employees, guests and customers

# GENERAL OPERATIONS & GOVERNMENT FINANCIAL SUPPORT



## GENERAL OPERATIONS & GOVERNMENT FINANCIAL SUPPORT

- Businesses are prepared to open for the season
- Hospitality businesses are concerned about staffing without international seasonal work staff
- Operations have been updated to meet the increased safety standards and sanitation

## GENERAL OPERATIONS & GOVERNMENT FINANCIAL SUPPORT

- A few business are concerned about availability of supplies and products to do business
- The majority of business have financial concerns and require disaster funding
- Almost all businesses lack COVID-19 liability insurance to cover them if and customers

## RECOMMENDATIONS

### Reasonable accommodations to temporarily relax certain regulations

- Commercial Street closed to parking and through traffic at busy times to allow social distancing
- Parking ban to accommodate Friday Night Gallery Strolls and allow social distancing

## RECOMMENDATIONS

- Expansion of outdoor floor plans and seating plans to maximize space and facilitate social distancing
- Flexible use of Town property to expand social distancing spaces and to provide increased sanitation facilities including hand washing stations

## ADDITIONAL COMMENTS AND QUESTIONS FROM RESPONDENTS

- ✓ Town should defer to experts when setting guidelines.
- ✓ Don't exceed guidelines set by CDC or experts.
- ✓ Police should enforce social distancing rules and the wearing of masks.
- ✓ Will public bathrooms be open, and if no, what are the alternatives?
- ✓ Post all recommendations and guidelines to the Chamber website.

## ADDITIONAL COMMENTS AND QUESTIONS FROM RESPONDENTS

- ✓ Will businesses or the Town be liable if there is an infection?
- ✓ Town should work with the state to secure aid for local businesses.
- ✓ Post simplified guidelines publicly for visitors.
- ✓ Close Commercial St for only part of the day.
- ✓ Cost of hand sanitizer is high or it's unavailable.
- ✓ Survey needed "Not Sure" or "Maybe" option for many questions.

# Thank You

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## **Recovery Coalition Tourism & General Business Sector**

Bob Sanborn, Provincetown Business Guild

Patrick Patrick, Provincetown Chamber of Commerce

Rick Murray, Community Business Leader

Anthony Fuccillo, Director of Tourism