



OC Strong & United Toolkit - COVID-19 (WINTER updates)

Updated: 11.10.20

OVERVIEW

Below are the items you'll find within this document for review and approval related to updating all COVID-19 messaging for the OC Strong & United Toolkit for the winter season.

1. Updated internal speaking points
2. Updated external speaking points
3. Email blast - How to stay safe in OCMD
4. Email blast - Enjoying OCMD in the winter



UPDATED INTERNAL SPEAKING POINTS

*Use these talking points to address employee FAQs about COVID-19 in Ocean City, Maryland.
Modify these to best address your employees' concerns.*

What are you doing to keep me and other employees safe this holiday season/winter?

- The health and safety of our employees is always our number one priority. Please know that we take your health and safety very seriously and have stepped up our safety and cleaning protocols, including **[INSERT SPECIFIC DETAILS]**.

COVID-19 and head cold symptoms are very similar. When should I stay home from work?

- If you feel unwell or have any symptoms of COVID-19, please leave the building and contact your health care provider. Then follow-up with your supervisor.
- According to the CDC, people with these symptoms may have COVID-19: Fever or chills, cough, shortness of breath or difficulty breathing, fatigue, muscle or body aches, headache, a new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting, diarrhea.

What should I do if I think my coworker is sick but doesn't want to stay home/call out sick? What if I don't feel safe coming to work?

- If you have concerns about the health of a coworker, please contact your supervisor.
- The health and safety of our employees is our top priority, so please let your supervisor know if you feel reporting to work may be putting your health at risk, or if you have any other health or safety concerns.

Do you anticipate we will be closing this winter as a result of COVID-19?

- The Town of Ocean City continues to follow Governor Hogan's Roadmap to Recovery, including following the state's guidelines for allowing businesses to reopen safely. Ocean City has no plans to change its direction or close to visitors at this time.
- The town will continue to work closely with town businesses and the health department to ensure the safety of employees and guests, as well as encourage residents and visitors to continue following the health and safety protocols recommended by the CDC.

Where can I go to be tested for COVID-19?

- The county health department has two free testing sites: Pocomoke City on Walnut Street and the West Ocean City Park N' Ride. The testing is for adults at least 18 years old and ID is required.

- Testing is available for Worcester County residents only at the Pocomoke location on Tuesdays and Thursdays from 9 a.m. to 3 p.m. The West Ocean City testing site is open Monday and Wednesdays from 8 a.m. to 12 p.m.
- To schedule an appointment in Pocomoke or West Ocean City, call 410-632-1100, ext. 1119.
- The Worcester County Health Department has a hotline Monday through Friday from 8 a.m. to 5 p.m. to determine if a person should be tested. Call 410-632-1100 and select option eight.

Where can I find more information about coronavirus?

- For general information on the coronavirus, call the health department 24/7 at 410-632-4321 or visit worcesterhealth.org. View updates from Atlantic General at atlanticgeneral.org/patients-visitors/covid-19-updates/.
- To track Maryland cases, visit coronavirus.maryland.gov/.
- The Town of Ocean City continues to follow Governor Hogan's Roadmap to Recovery, which can be found at <https://governor.maryland.gov/recovery/>.



UPDATED EXTERNAL SPEAKING POINTS

Share these talking points with your staff to help them address some of the tough questions they may be receiving from customers.

Is Ocean City open this fall/winter? Is it safe for my family to visit Ocean City? What actions has the Town taken to increase health and safety?

- Yes, many of Ocean City's businesses are open during the fall and winter.
- Fall/winter is a great time of year to visit Ocean City, and there are plenty of safe activities for families to enjoy.
- The Town of Ocean City is continuing to work closely with town businesses and the health department to ensure the safety of employees and guests.
- The Town continues to urge visitors and residents to stay home if you're sick, practice physical distancing, avoid large gatherings, and wear masks where they are required and whenever else you see fit.

Is Ocean City planning to shut down/close to visitors?

- The Town of Ocean City continues to follow Governor Hogan's Roadmap to Recovery, including following the state's guidelines for allowing businesses to reopen safely. Ocean City has no plans to change its direction at this time.
- Ocean City's restaurants and other businesses are doing an excellent job in taking precautionary measures to ensure the safety of staff and customers.

What is currently open to visitors in Ocean City?

- The beach and Boardwalk are open. During the winter, you are able to walk your dogs on the beach and Boardwalk any time, as well as bike, rollerblade, and skateboard on the Boardwalk whenever you want.
- Restaurants are open and offering outdoor dining and carry out, as well as indoor dining at 50% capacity.
- Indoor theaters may open to the general public at 50% capacity or 100 people per auditorium—whichever is less—with appropriate health and safety protocols in place.
- Outdoor venues may open to the general public at 50% capacity or 250 people—whichever is less—with appropriate health and safety protocols in place.
- Be sure to check with businesses directly regarding their specific operating hours.

Are masks required in Ocean City?

- Ocean City follows the state of Maryland's face covering requirements. Anyone over the age of five is required to wear a face-covering when they are in or on any public

transportation, indoors in public, at any outdoor sporting or entertainment venue, and outdoors at any time when you're unable to maintain at least six feet of distance from individuals who are not members of your household.

- Face coverings are required on the Boardwalk when you're unable to maintain physical distancing.

Is Winterfest taking place this year? What changes can I expect this year?

- Ocean City's Winterfest of Lights, which is now a walking holiday event, will be held from November 19 to January 2 in Northside Park.
- The Town of Ocean City continues to work closely with the Health Department to make the safest and most practical choices when it comes to events, including the 2020 Winterfest of Lights.
- Masks and a health check are required to enter the Gift Shop and to take a photo with Santa.
- All Winterfest attendees should respect social distancing guidelines and maintain at least 6 feet from attendees outside of their group. When physical distancing is not possible, attendees should wear masks.
- Although Ocean City isn't offering the tram at Winterfest this year, it's going to be a fun experience to walk through the park. Scooters and wheelchairs will be available for participants to rent.
- Winterfest has a new and special addition this year, which is Santa's sleigh. Those wanting to take a photo with Santa can sit in his sleigh, and Santa will be nearby observing the six-foot rule.
- For the most up-to-date information on events in Ocean City, you can visit ococean.com/events.

Is Ocean City having New Year's Eve Fireworks?

- Yes, the Town of Ocean City is planning to host a New Year's Eve Fireworks Show at Northside Park in conjunction with Winterfest of Lights.
- For the most up-to-date information on events in Ocean City, you can visit ococean.com/events.

Are all other events canceled?

- For the most up-to-date information on events in Ocean City, you can visit ococean.com/events.

Where can I report a restaurant or bar that is not following safety guidelines?

- To report a restaurant or bar for not following safety guidelines, call environmental health at 410-352-3234.

Is Ocean City or Maryland seeing a rise in cases?

- To track Maryland cases, you can visit coronavirus.maryland.gov/.



EMAIL BLAST #1

Subject Line: Tips for Staying Safe While Enjoying the OCMD Winter Season

Headline: Join Us in Keeping OC Safe This Winter

Copy: There is no better place to make memories this holiday season than in Ocean City, Maryland! With fewer crowds this season, you can enjoy festive fun and celebrate the holidays while staying safe! We're committed to making you feel at ease during your visit this winter which is why the health and safety of our visitors and employees is our number one priority.

Here are some helpful tips on how you can do your part to keep yourself and our OC community healthy!

- Always wear a mask and practice physical distancing (at least 6 feet or 2 arm lengths apart).
- Wash your hands often with soap and water for at least 20 seconds or use hand sanitizer.
- Try to limit the number of restroom, gas station, and food stops you make during your trip to and from Ocean City.
- Upon arrival at your hotel, take advantage of online or contactless reservations and check-in, when possible.
- Delay your trip if you are feeling sick, have recently tested positive for COVID-19, or have been exposed to a person with COVID-19.

We greatly appreciate your cooperation in working with OCMD to keep our beach town safe!

[Here are more ways you can keep OC healthy this winter!](#)

Suggested Links

- [COVID-19 FAQs](#)
- [Winter in OC](#)
- [Holidays in OC](#)
- [Thanksgiving in OC](#)
- [OCMD Gov Site](#)



EMAIL BLAST #2

Subject Line: Fun & Festive Things to Do this Holiday Season in OCMD!

Headline: OCMD's Physical Distancing Cold Weather Activities

Copy: Ocean City is open and waiting for you this winter! There are so many perks to visiting OC in the [cooler months](#) - who can resist the delicious restaurant specials, free and plentiful parking, hotel deals, and more! Plus, you don't want to miss all of the fun and festive things to do, because with fewer crowds this season, you can get into the holiday spirit while staying safe. Check out these fun physical distancing activities that will keep you busy all winter long!

- Experience the new walk-thru format of [Winterfest](#) with thousands of sparkling holiday lights and many animated light displays located along a paved path in Northside Park.
- Sip a hot cup of cocoa with a view of the beach or bay!
- Take a day trip to [Assateague Island](#) to see the wild ponies with their extra fluffy winter coats
- Take your furry family members on the beach. [Pups are allowed](#) all winter long!
- Play a round of [golf](#) at one of the 17 championship courses.
- With fewer crowds on the Boardwalk, you can enjoy a leisurely stroll or bike ride with your family!

Whether you're walking through Winterfest or spending a cozy night in with the family, we appreciate your support in keeping OCMD safe this year! Here's how you can do your part to keep OC healthy this winter!

Suggested Links:

[Things to Do](#)

[Holidays in OC](#)

[Thanksgiving in OC](#)

[Winter in OC](#)

[Winterfest](#)

[Assateague Island](#)

[Pup-Friendly Guide](#)

[Golf](#)

[Hotel Deals](#)