

PRESS RELEASE

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LUDINGTON AREA OPENS FOR VISITORS, LAUNCHING “STAY SAFE MASON COUNTY” CAMPAIGN TO WELCOME VISITORS BACK SAFELY

*Website and Signage Provide COVID-19-Related Safety Measures Followed by Lodging, Retail,
Restaurants/Bars, Attractions and Services*

LUDINGTON, Mich. – June 4, 2020 – The vacation destination of Ludington/Mason County can welcome visitors again starting this week through Michigan Governor Gretchen Whitmer’s [Executive Order 2020-110](#), with hotels/lodging establishments opening immediately, retail stores opening June 4, and restaurants/bars plus museums opening June 8 (with capacity limits/social distancing measures). Yet visitors may need reassurance that they can visit safely – the impetus behind a new “Stay Safe Mason County” campaign.

A collaborative initiative between the [Ludington Area Convention & Visitors Bureau](#), [Ludington & Scottville Area Chamber of Commerce](#) and [Downtown Ludington](#), the “Stay Safe Mason County” campaign provides visitors with information about how businesses in downtown Ludington and throughout Mason County are implementing safety practices as they reopen their doors.

“While there is pent-up demand to travel, dine out and shop again following the COVID-19 quarantine, we know there will be some trepidation about how to do so safely in popular vacation destinations like Ludington,” said Brandy Miller, executive director of the Ludington Area Convention & Visitors Bureau. “Our goal with this campaign is to reassure visitors by giving them information about the safety practices our businesses are implementing to welcome them back.”

“Stay Safe Mason County” Campaign Elements

The primary campaign feature is a **web portal**, [staysafemasoncounty.com](#), routing to two web sites offering information on area businesses* (*note some may not have reopened yet - call individual businesses for details*):

- **Mason County Businesses ([ludington.org/staysafe](#))** – This page provides a list of Mason County businesses that can be filtered by business category (Lodging, Dining & Drinking, Shopping, Attractions, Services), individual business name, or by safety measure to learn safety protocols:
 - **Face Mask/Covering Requirement:** mask covering optional, masks required for employees, masks required of employees and customers
 - **Pick-Up and Delivery Options:** contactless purchasing, curbside pickup, delivery service available, in-store purchase only
 - **Additional Safety Filters:** hand sanitizing by employees, plexiglass barriers, outdoor seating, employee temperature check, sanitizer dispensers, floor markers, customer capacity limits, items disinfected between use, touch-free doors/restrooms, rigorous disinfecting protocols
- **Downtown Ludington Businesses ([downtownludington.org/staysafe](#))** – This page provides a directory of downtown Ludington businesses that allows users to sort by the following tags:

- How to Order from Restaurants: phone, online, inside, dine-in (effective 6/8)
- How to Order from Retail Shops: online, temporarily closed
- How to Pick Up: curbside, take out, delivery, dine in (effective 6/8)
- Protection Measures: wearing masks, masks required, contactless pay, sanitizer stations, Plexiglas barriers, floor markers, outdoor seating, outdoor retail, temporarily closed, screening employees, PPE for sale

“Our store and restaurant owners are doing everything they can to welcome customers in a safe and comfortable environment, and this is our way to communicate the safety measures our owners are taking plus what they expect of customers,” said Jen Tooman, communications and marketing manager for Downtown Ludington. “We want to give visitors the resources to know how to visit, shop and dine safely.”

Additional features of the campaign include **in-store signage** with the header #StaySafeToStayOpen, including posters noting how customers can stay safe during their visit to Ludington ([see artwork here and below](#)) in addition to the URL staysafemasoncounty.com to learn what area businesses are doing to keep visitors safe.



**NOTE: These are not all-inclusive lists of Mason County and downtown Ludington businesses, and businesses will be added as more information becomes known. Businesses opted in to provide their respective safety practices to be on these websites. Safety practices also have not been individually verified at each location by the Ludington Area CVB or Downtown Ludington. Visitors are advised to contact individual businesses directly to clarify specific safety practices, along with days and hours of operation.*

About the Ludington Area Convention & Visitors Bureau

The Ludington Area Convention & Visitors Bureau (LACVB) is the official destination marketing organization for Ludington and Mason County. Its mission is to market and sell Mason County to business and leisure visitors to maximize economic impact. An independent, nonprofit tourism marketing organization, the LACVB works with the Ludington area business community, civic organizations and local government offices to solicit and service the area's large tourism industry. The LACVB champions the continuous improvement of the region as a unique and memorable tourism destination. For information, visit PureLudington.com. or Facebook.com/PureLudington

About Downtown Ludington

The Downtown Ludington Board is a non-profit organization that aims to support businesses within the Downtown Development Authority (DDA) district via special events and marketing. Learn more about the efforts of the organization at DowntownLudington.org or Facebook.com/DowntownLudington.

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