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CITY OF MOAB UTAH

Mayor: Emily S. Niehaus
Council: Tawny Knuteson-Boyd
Rani Derasary
Mike Duncan
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Kalen Jones

Re: Pro Mask is Pro Business

Friends and colleagues,

I am reaching out to you today in the spirit of collaboration to ask for your help. Moab is slowly reopening, and businesses are back to work hiring employees and ordering goods. We are coming out of a very difficult spring, where the Moab community rallied together in solidarity to follow the leadership of our Governor and our local health department to 'flatten the curve' by temporarily closing our doors to visitors. I am so proud of this community's strength.

Our Moab reality today is that we as a community chose to forgo our spring revenue (in many cases almost half of our annual revenue) for the health and safety of our community, and we have no regrets for doing so. But we are now looking down the barrel of a significant decrease in visitation and a possible spike of new cases this summer and fall. **Moab needs help to instill visitor confidence, where visitors feel welcome and our community feels safe.**

Staggering data: The Utah Office of Outdoor Recreation recently conducted a survey that reports grim data. When Moab businesses were asked how many months they had sufficient funds to continue operations, 24% reported 1 month, 38% reported 2 months, and 12% reported 3 months. If we do not instill visitor confidence now, we are going to see businesses close and sustained unemployment.

My ask to you in helping to reinstate visitor confidence:

1) donate money or PPE product for our service workers and visitors to include hand sanitizer and affordable and accessible masks
2) lead an industry-wide campaign on the importance of face coverings, good hygiene, and social distancing while recreating in vulnerable gateway communities

Thank you for taking the time to read this letter. Thank you for supporting the Moab community. Please reach out to me if you can help us in our effort to reinstate visitor confidence. Let's keep Moab safe and open for business. We all need recreation now more than ever!

In gratitude,

Emily S. Niehaus,
Mayor of Moab