

South Carolina Golf Council

John Durst President and CEO SCRLA

Hello John

Thank you for asking the SC Golf Council for input on reopening business across our state. Our members are very happy to participate now and later as we cycle through the recovery phases. Your leadership is most valuable – we thank you! It is **important to establish a process to follow** for the tourism industry and to provide input from each component of the industry. We agree that this is an effective method to establish a resource to SCPRT and have an efficient communication path to our Governor.

To begin, I am sending **input received from the SC Golf Council members**, some key travel DMO's, and resorts regarding "first thirty days best practice" suggestions after reopening travel industry segments. I am confident the safety practices listed first on our list are the priority for the thirty-day period. Most of those guidelines are already commonly known but I have included those for your reference file (large quantity but safety is the main feedback). Input is in bullet form for quicker reading and convenient use from the file. Later, we will have more varied input on marketing and approach. With respect to safety, **we do anticipate the need for reviewing our single rider golf cart issue when appropriate as this has become a critical need situation at courses across the state**. There is a need to soften the restrictions we have to facilitate adequate cart inventory and for many – a survival enabling revenue stream. As other businesses reopen, restrictions should be reviewed for lifting or softening to facilitate the "whole golf club business" e.g. restaurant, bars, instruction, tennis, pools, etc. to reopen safely at the appropriate time.

Also, some **marketing / messaging suggestions** follow that on the attached list. I think golf courses have a more ready workforce than most attractions since most have remained open during shutdown. In line with that line of thinking, **golf courses perhaps can be a strong marketing image for SCPRT** since the outside activity is safe and public perception of golf (many courses are full presently to the extent of cart availability) and general SC readiness is positive. It will be a **strong boost to our restart to have national broadcast exposure in advance of and during the Heritage Golf tournament in Hilton Head**.

Last, I have also included some of the economic outlook and recovery expectations from Explore Charleston CVB and the restaurant input gathered from Myrtle Beach below FYI. It is important to note those C-6 members and DMO's ask to be included in Federal assistance programs going forward for early recovery.

Thank you again for including the SC Golf industry in the task force effort. In our most recent Economic Impact Study we found the golf impact in SC:

- **\$2.59 billion in output or sales**
- **31,434 jobs**
- **\$857 million in wages and income**
- **\$309 million in federal, state and local taxes.** Green fees and club membership dues generated **\$12.4 million in admissions tax revenue alone**, accounting for 35% of state admissions tax collections.

Please let me know if you have any questions.

Terry Sedalik

South Carolina Golf Course Owners Association

14 Exchange St Charleston SC 29401

843 722 7799 cell 843 209 7799

On Behalf of The SC Golf Council:

Biff Lathrop Executive Director
South Carolina Golf Association

Clarissa Childs Executive Director
Women's SC Golf Association

Jack Nance Executive Director
Carolinas Golf Association

Patricia A. Calder CCM, CCE Managing Director
Carolinas Chapter CMAA & Carolinas Club Foundation

Jeff Abbot, Executive Director
Carolinas PGA Section

Tim Kreger Executive Director
Carolinas Golf Course Superintendents Association

Terry Sedalik Executive Director
South Carolina Golf Course Owners Association

Input by group/issue

SAFETY

Myrtle Beach GCOA input

Enhanced Property Sanitation Protocol

New Measures

- Avoid person to person contact whenever possible. Try not to shake hands and try to keep a good distance from other people whenever possible.
- Maintain the recommended social distancing standard of 6 feet from other staff and guests.
- All staff is expected to remind all guests and fellow team members to maintain the normal social distancing guidelines.
- All service staff should be utilizing sanitation gloves. The gloves that are used must be sanitation gloves and should be replaced if they get ripped, torn, or contaminated. Contamination can occur after using the bathroom, smoking, coughing, and sneezing. Workers hands must be washed thoroughly and be cleaned before wearing new gloves.
- There should be no handling of guest's golf bags. If a guest is physically unable to handle their bags, staff may assist but must change gloves after each case.
- Cart service staff will be required to sanitize the cart right before and immediately after the guest uses the cart. Steering wheels, cup holders, cubby holes, seats, etc. must be sanitized before and after each use.
- Remove all hand towels, coolers or other accessories that are normally supplied to golfers on golf carts.
- Remove any water coolers that are on the golf course or practice tee.
- We will now be paperless on starter tickets. Each facility will have to operate without starter tickets for the foreseeable future. This eliminates paper changing hands multiple times.
- Remove impulse items that are touched in high traffic areas and keep them behind the counter.
- Keep entrance doors open whenever possible.
- All company vehicles and golf carts are now single rider only.
- Golf shops are limited to 5 customers at a time.
- Communicate to all staff about their availability and work with your team to accommodate any special needs. It is recommended that any staff that fall into the at-risk category to refrain from work until further notice.

Other Requirements

Make sure all staff is aware to avoid close contact with people who are sick.
Cover your cough or sneeze with a tissue, then throw the tissue in the trash.

- Avoid touching your eyes, nose, and mouth.
- Stay home when you are sick, except to get medical care.
- Wash your hands with soap and water for at least 20 seconds.
- Clean and disinfect frequently touched objects and surfaces.
- Door knobs, handles and plates, entry and exit for all doors
- Handrails by stairs and on Patio's
- Menu's
- Liquor and Wine bottles
- Counter tops, Bar top, Condiment area's, Table tents
- Table condiments (Salt, Pepper, etc)
- Tables and Chairs – Inside and on the Patio
- Vending machines
- All Equipment and utensils / tools
- POS system screens, CC machines, Laptops, I-Pads, Printers
- Phones
- Desktops
- Pens used for signatures
- Pro shop merchandise counters / displays
- Golf Carts – Steering wheel, controls, seating, coolers, etc
- Bathrooms
- Entry and exit doors, handles and plates,
- All faucets
- Counter tops
- Toilet paper dispensers
- Hand towel dispensers
- Soap dispensers
- Partitions between bathroom stalls
- Make sure to have addition hand sanitizer available and/or disinfectant wipes.
- One of these should be available at all:
 - Golf shop counters
 - F&B counters
 - Bag drop loading areas

Charleston GCOA input

- Limit number of players in golf shops at one time.
- Establish clear isle in golf shops and have dedicated entrances and exits.
- Box lunches or to go food options.
- Avoid after golf gathering of more than 8.
- No Cash – encourage on-line tee-time payment.
- Shields put up at each POS station.
- Have 10 minutes or more tee-time intervals.
- Keep the same Golf Course standards as during the crisis.
- Keep the same sanitation standards as during the crisis.

Midlands GCOA input

Midland GCOA believes we should certainly do a very gradual return. Possibly 2 bags of clubs per cart only 1 designated driver. Maintain 6 ft distance. No crowding of inside areas. Continue sanitizing carts. Continue focus on Sunshine and health of golf.

SCGA input

When amateur tournaments resume:

- Electronic Scoring (no scorecards)
- No caddies
- No spectators
- Sanitation stations
- No tournament sponsored meals
- No first tee gifts
- Staggered starting intervals
- Morning wave and Afternoon wave starting times
- New rules for Covid procedures (upside down cups, etc...)

Meantime for golf operations

- Wipe down Golf Equipment (Carts, Clubs, etc.) with a disinfectant when possible.
- Stay beyond the six (6) feet social distancing guideline set.
- Limit golf carts to ONE player per cart!
- When getting food & beverage at the club/turnhouse/beverage cart - Don't Linger. Get In & Get Out.
- Wash Your Hands - But Don't Shake Them. Yes, we all want to offer a gesture of a good game, but bump elbows instead!
- Adhere to club and golf facility requests - Golf is undergoing certain rule changes during the COVID-19 outbreak. The club or golf facility may ask you to not touch the flagstick or bunker rakes, may ask groups to not socially gather in large groups after play, etc.
- Try to keep Cash and Physical Card Usage at a Minimum - If you can help it, like booking tee times, call beforehand to make your tee time and give credit card information.
- Don't share equipment or use rental sets - Help minimize the spread of any germs by using your personal equipment!
- Get Exercise! For those that are able to walk get out and exercise to better your immune system - and take time to look at the beauty of a golf course and its surroundings!
- Use Common Sense - The COVID-19 Pandemic is an issue that all should take seriously.

WSCGA input

When amateur tournaments resume

- WSCGA will have hand sanitizer, masks, bottle water, and sanitizing wipes available for you at registration.
- The WSCGA will have a box stationed on your way to the parking lot after play for you to drop your signed and attested scorecards in. The staff will then retrieve the scorecards, process, and confirm them.
- The WSCGA will have a to-go box available for those who do not want to sit and eat in the dining room.
- The WSCGA will have numerous TV's with live scoring on site along with a scoreboard to view results.
- The WSCGA will work with the club on best practices to use your gift certificate in the pro-shop.
- The WSCGA will give full refunds to any participant who is ill, prior to the event, and encourage you not to come if you have a fever, cough, shortness of breath of unknown origin or believe it to be the COVID-19.
- The WSCGA will work with the golf courses on allowing walking and staying compliant with required COVID-19 guidelines
- The WSCGA will give you a recommended Rules of Play with required COVID-19 guidelines.

Carolinas PGA input

Do not relent on some of the most easily accomplished safety measures.

- Maintain constant employee handwashing and personal sanitization policies currently in place. Continue wearing gloves.
- Continue to regularly sanitize all high-traffic touchpoints such as doorknobs, counters, restrooms, furniture, etc. in the clubhouse.
- Continue to encourage payments being accepted in advance without the need to handle credit cards or cash.
- Do not conduct any shotgun starts to events where golfers will gather en masse in the locker room, restroom, check-in area, practice facility, cart staging area, scoring area, or grill or banquet room.
- Continue to encourage customers to socially distance themselves from others on property as much as possible.
- Continue to thoroughly clean practice range balls between uses.
- Continue to screen employees' health daily.
- No buffets.
- Beverage carts should still only offer single servings. No mixing of drinks.
- Continue to offer bottled water instead of jugs and disposable cups on the course.
- Communicate and post updated procedures on-site for customers to see.
- Even if carts can now be shared by two people from different households, golf staffs should still sanitize the cart before being used again.
- Since golf survived for two months without rakes next to bunkers, there is no need to rush them back out on the course unless a serious tournament is taking place.

- Since golf survived for two months with objects placed in holes to prevent the ball from dropping to the bottom, there is no need to revert to normal unless a serious tournament is taking place.
- Since leaving the flagstick in the hole is perfectly acceptable in the Rules of Golf, it should continue to be encouraged.
- If customers can now sit down in the restaurant area, tables, chairs, and table supplies must be sanitized before being used again. Seating should be spaced out. Keep barstools removed if that is the area where orders are placed.
- Disposable menus are encouraged.
- Portable restrooms must still include handwashing stations with foot-activated devices next to the unit.

CCMAA input

Maintain constant communication with guests about new rules and procedures, including new sanitation processes.

First 30 days – thoughts from some of our managers:

- Single occupancy carts except in the case of couples
- Disinfecting each cart with a CDC approved product after each use
- Maintaining social distancing of a minimum of 6-feet
- Removing ball washers, sand bottles, bunker rakes, etc.
- Either raising the height of the cup to avoid touching or using a foam noodle to keep the ball raised
- Keep practice facilities closed
- Increased intervals between tee-times
- Encouraging walking
- Discouraging gatherings of members by removing furniture etc.

CGCSA input

The Superintendents Association has concurred with all the safety practices and input from the SC Golf Council.

Myrtle Beach restaurants

Accelerate Myrtle Beach Restaurant Guidelines 4.21.20

Three phases of reopening with regards to restaurants

- **Phase I:** Dining establishments should follow “strict physical social distancing protocols.” That would involve keeping dine-in parties at least 6 feet apart and prohibiting gatherings of more than 10 people. Bars should remain closed during that phase.
- **Phase II:** The capacity cap rises to 50 people, and the social distancing measures can be relaxed to what the guidelines called “moderate protocols,” without defining that standard.
- **Phase III:** No capacity cap is set and only limited social distancing protocols are recommended.

Phase I Restaurant Safety Measure Guidelines

Required

- Restaurants already have sanitization regulations that need to continue to be performed.
- Masks and gloves should be worn by all staff at least during Phase I. This is not just for the safety of our guests, but also for their psychological sense of safety.
- Install touchless hand sanitizers at all entry doors if available.
- Use approved sanitizing solutions to sanitize tables, chairs, menu covers, and check presenters after each seating.
- Space tables, if possible, at least 6 feet apart. If not possible, seat tables in rotation, or block seats. Utilize outdoor seating if possible.
- Sanitize all doorknobs and other frequently touched surfaces as much as possible between new arriving parties with approved sanitizing solution.
- Employees who have fever, cough, or shortness of breath will not be allowed to work until symptoms are resolved.
- Training plan for all existing and new staff on cleaning protocols.

Recommended

There should be tangible evidence of actions to optimize the distance between patrons or groups of patrons.

Examples of acceptable actions to meet these recommendations include but are not limited to:

- Removing some tables from a dining area and spreading remaining tables throughout the available seating space
- Removal of chairs from every other table.
- Blocking entrance to every other booth (e.g., by visible tape)
- Affixing a sign on every other table or booth stating clearly that it is closed and not available for patrons' use
- No table may accommodate more than ten (10) patrons and tables cannot be combined to accommodate more than ten (10) patrons.

- For bar areas, physically making two bar stools unavailable between every available bar stool (e.g., remove seats or affix an object large enough to make the seat unusable)
- For gaming areas, disabling machines to allow at least 6 feet between players
- Plans and processes are in place to limit waiting areas to no more than ten (10) people.
- A plan for limiting self-service operation or buffet-type service should include specific guidelines for the process and frequency of replacing used serving utensils and cleaning surfaces, including “sneeze guards” and the buffet table.
- Provide the customer with additional napkins or tissues to use when they cough or sneeze
- Make sure alcohol-based hand sanitizer is available for customers to use
- Manual or digital reservation system recommended, to be more efficient with table seating.
- Recommend diners wait for tables in their cars rather than in your dining room.
- Recommend restaurants text guests when their table is available.
- Recommend restaurants have sanitization check lists for restrooms and other public areas.
- Recommend signage - all entrances should have a sign placed on every exterior entrance to the establishment that provides general infection prevention messages.
- Recommend setting up guidelines for server stations so they are not congregating together.
- Recommend training staff on procedures. Keep staff informed of any new developments. Serv Safe is providing online certifications for free until the end of April. Video below specifically addresses Covid19.

Marketing/ Messaging Input

Lowcountry GCOA input

Best Practices Upon Reopening

- Tourism marketing efforts will need to focus on the thought that Hilton Head Island is here when you are ready. We are working diligently to provide an extremely safe golf vacation experience.
- Messaging should not feature hard calls-to-action or aggressive sales language
- Tourism marketing must be ramped up dramatically to keep the destination top of mind so when customers feel comfortable about taking a trip, they think of us first. Again, not an aggressive message but very visible and very frequent.
- PR efforts designed to engage media with what the destination is doing to provide a safe golf vacation experience.
- Posting and communicating videos of GM's, Owners, PGA Pro's talking about what they are doing to keep things clean and discuss the commitment to a safe golf experience. This can be done weekly. Frequent communication during this time is very important.
- Customers once on-site must see staff in motion cleaning all touch points as it sets minds at ease.
- Capture customer testimonials upon round completion on how they felt the course handled cleanliness and how safe they felt.

Explore Charleston CVB

General expectations

There are a number of general industry considerations that inform Explore Charleston's assertion that growth in visitation to the Charleston area will be incremental after the pandemic threat subsides and associated states of emergency are lifted.

- There is pent-up demand. According to Longwoods International, as of April 1, approximately 65% of Americans indicate they plan to travel within the next six months, if possible and assuming the pandemic is under control. However, this percentage has declined from 87% in the last three weeks.
- The Charleston area is viewed as a safe destination which makes it attractive to those considering travel in the near-term.
- The region is attractive to varied audiences - couples and families, business and leisure, meetings and special events, military and civilian, older and younger generations.
- The region's diverse attributes - beaches, cultural arts, cuisine, history, and family activities – should garner a strong 'share of wallet,' particularly within the drive market.
- People's desire to travel and go places for business and/or leisure purposes has not changed. However, working against pent-up demand and desirability is consumer confidence, particularly in light of the economic impacts of furloughs, wage reductions, business interruption, and stock market declines.
- The pandemic will also generate additional anxiety and hesitation around travel for safety and health reasons. The World Travel and Tourism Council estimates it could take 10 months or more for the tourism sector to return to its normal levels. Over 60% of respondents indicate coronavirus will greatly impact their travel in the next six months, up from 35% in mid-March, according to Longwoods International's travel sentiment survey.
- MMGY Global released the first wave of a new survey tracking traveler sentiment. The likelihood of taking a leisure trip in the next 6 months has declined by more than 50% in the past month.
- Economists project the US economy to enter a protracted recession based on the expected downturn in travel alone. The recession is likely to last at least two quarters with the lowest point in the second quarter of 2020.
- It will be a highly competitive marketplace as destinations worldwide jockey to rebuild their visitor base. It is expected to be a 'buyer's market.'
- According to MMGY, business travelers generally feel safer traveling than leisure travelers. Business travel will lead the recovery, particularly as people try to retain clients/market share and/or recruit business away from competitors in the post-pandemic economy.
- The drive market is expected to recover first, followed by air customers with flights less than 2.5 hours.
- The fact that approximately 75% of visitors still travel to the Charleston region by car is a benefit to the economic recovery. This could be tempered by two factors: 1) does the Lowcountry become a 'hot spot' for COVID-19; and 2) how significantly are metro areas within the drive market impacted by the pandemic.

SPORTS & ENTERTAINMENT SPECIFICS (Charleston)

The only major sports or cultural arts event tentatively rescheduled from the spring is the Cooper River Bridge Run. Only a few other events in March, April and May have been rescheduled to the Fall.

Local sports events that are currently scheduled for May 15 and after are still on the calendar. This is still very fluid and dependent on what happens through mid-April. Based on the size of the event, many event owners are holding out - 30 days - before canceling or postponing.

All in all, the key issues for how quickly events will come back online, depends on:

- Public vs Private Facility - Government-operated facilities will take longer (ex. Carolina Ice Palace may reopen before Mullet Hall Equestrian Center has the County's approval).
- Spectator vs Participatory Sports - Fortunately, in this case, only 5% of the region's 400+ events are spectator events. The next significant spectator event is the ESPN Charleston Classic in November.
- Outdoor vs Indoor Events - Fortunately, over 85% of sports in the Charleston area take place outside. These events are likely to be approved or supported sooner.
- Contact vs Non-contact Sports - Non-contact sports have a better chance of returning faster. Many of the larger summer events are for individual participants such as triathlons, open-water swim, golf, fishing, sailing, and tennis.
- Locally-owned vs Sanctioned – Events that have a national governing body, such as USTA, may take longer for their suspension to be lifted.