



November 2020 Holiday Season Statement

Since the first week of March when Storey County activated our Emergency Response team, the health and safety of our residents and the community has been paramount. We have not swayed from that position. The county has provided frequent updates regarding the Governor's executive orders, guidelines and requests. And after nearly nine months, everyone is feeling the pressure of what this means – emotionally, physically and financially. We understand the frustration.

The Storey County Emergency Management Team has a responsibility to ensure the safety of the community while also communicating to visitors the current guidelines. This was done by working with the county and Emergency Management to add hand sanitizing stations throughout town as well as signage about wearing masks and maintaining proper physical distance. Virtual Town Halls were held with business owners to review guidelines and what needs to happen to remain compliant while not sacrificing their livelihoods.

The town's many special events, which are crucial for the town's financial stability, have been canceled throughout the year and currently everything into early 2021 is on hold. Virginia City and Storey County permit all events to move forward as long as they fit within the governor's current guidelines. Now, under Governor Sisolak's three-week pause effective Nov. 24, further steps were taken to cancel all events that we would not be able to accommodate.

Through all of this, one thing hasn't changed – the role of the VCTC to encourage visitation to the town. These efforts have been supported with visuals showing individuals with face coverings, using hand sanitizing stations and exploring and enjoying our community in a thoughtful manner. We kindly ask and remind visitors of the guidelines, but ultimately have no way to enforce individuals to follow the rules set forth. This is done while also holding strong to the constitution and support of individual freedoms.

While, our local businesses have struggled for months, it is vitally important to encourage people to shop local this holiday season, especially as we approach the slowest time of the year. It's our responsibility to support our entrepreneurs – the mom and pop stores that rely on people to come to town and spend their money.

The mission of the VCTC is to drive visitation to the county. We will continue to do so while following all current guidelines and requests from the Governor.

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