



## SWAN MOUNTAIN CONSULTING GROUP

### Action Steps to Take Immediately in Response to Covid-19

- ❑ Prepare a Crisis Management Action Plan including Scenario Planning (see template)
- ❑ Develop communiqués for distribution to clients and employees (see examples)
- ❑ Compute your monthly fixed cost cash outflow, and sources of cash inflow for the next 12 months (see templates)
- ❑ Schedule meetings with bankers, insurance company, mortgage company, accountant, and any other critical relationship and develop an action plan with them to ensure their support. The completion of your Crisis Management Plan with accompanying sources/uses of cash spreadsheets are necessary for these conversations to be meaningful.
- ❑ Review the attached list of “Expenses to Cut Immediately in Preparation of Covid-19 Impact, ” and systematically start cancelling all non-essential advertisements, contracts, projects, long-term repairs, etc.
- ❑ Update your liability waiver to include exposure to an airborne virus or illness
- ❑ Draft a protocol for dealing with Corona virus that meets industry standard.
- ❑ Put something on your website regarding COVID 19, but don’t minimize the risk of contracting the virus by being outdoors.
- ❑ If you do plan on operating, think about employee personal protective equipment supplies and accompanying policies
- ❑ Assess your current and future payroll in comparison to source/use of cash and create alternative staff plans for each scenario
- ❑ If you are planning to furloughing employees or put them on unemployment check guidelines. Best resource for this info is on the US DOL website, there is a link that allows you to click through and select a particular state and get to your specific state’s info
- ❑ Keep abreast of Federal Legislation, look at the bills on payroll legislation and how it applies to seasonal business or ask your CPA
- ❑ Check the online resources on each of these pages: SBA, DOL, USFS, NPS
- ❑ Keep monitoring your email messages from MOGA and American Outdoors for sources of great information and assistance
- ❑ Reach out and establish mentoring relationships with respected members of your industry and people that are smart. Many are willing to help, just need to ask