
The tourism industry is at the front lines of those impacted by Governor Evers’ “Safer at Home” order. The consequences of extending this order until May 26 without a specific plan for reopening is devastating to the entire industry and our employees.

The safety of our customers is of utmost importance to us and we believe the Governor demonstrated real leadership when he decided to safely open the state’s golf courses. Requiring certain safety measures for a sport that naturally accommodates social distancing requirements was a good first step.

TFW respectfully requests the Governor begin to develop these same common-sense standards for the rest of the industry. We cannot wait. The decision of the Governor to extend the date for more than a month without a formidable plan is a mistake. We are beginning to see positive decline in hospital stays leading us to believe that it is no longer about making sure our hospitals are not overwhelmed.

We call on the Governor to immediately Create a Bi-Partisan Commission made up of businesses and tourism leaders to create a plan for opening prior to May 26. We request that the commission is created by next week, with the goal of submitting recommendations to the Governor by the week of April 27. The Governor should be pursuing every option available to aggressively try to open safely before May 26. With a solid plan we believe some areas of the state could be open by May 1.

This is not about politics; this is about finding a balance between the health of our citizens impacted by both the virus and the negative health implications of unemployment and a damaged economy. The future of our state businesses, many of whom will not survive this blind extension of the safer-at-home order, need hope that Wisconsin has a plan to reopen.