

Town of Middleburg

County of Loudoun

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July 14, 2020

Dear Middleburg Business Owner/Operator:

We have recently experienced some of the most challenging, stressful, and uncertain times in our generation's history. It is a relief to know that the Commonwealth and Northern Virginia have weathered the initial phases of this pandemic and are seeing positive momentum in our economy.

However, we can also learn from the difficulties currently being experienced by other states in our country, and we can see the negative impacts of poor choices by the residents, visitors, and business owners of those communities.

Our goal in Middleburg is to do everything within our power to keep our community safe. To this end, we are asking all businesses to do their very best to practice all methods of prevention that help mitigate the spread of COVID-19 and to ensure your compliance with the law under the Governor's executive orders aimed at arresting this disease. This includes: helping customers maintain physical distancing; cleaning frequently-touched surfaces; providing hand sanitizer; and **perhaps most importantly, requiring customers to wear a face covering.**

The Governor has mandated face coverings in indoor, public locations, to include retail establishments and food establishments ("the Order"). The Order requires businesses to ensure customers wear a face covering while inside your establishment. If someone does not have one, we encourage you to provide a face covering for free. We ask that you train your employees in the right ways to request that customers wear a face covering. Lastly, if an individual willfully refuses to wear a mask in violation of the Order, you must ask them to leave.

We all agree that wearing a face covering is not comfortable, fun, or conducive to personal conversation. Nonetheless, we would rather endure some discomfort now than to fail in our obligations to stop the spread. If we fail, we face the real possibility of being a state like Florida or California and having to re-impose wide-ranging shutdowns again. These types of measures will be far more destructive to our Town and community than the temporary displeasure from wearing a mask.

We appreciate your investment in our community and your efforts in helping people feel like life is returning to normal, in a safe manner. We hope that the positive momentum continues!

Sincerely,

Danny Davis
Town Manager

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