



5 STAR PROGRAM

*Las Animas  
County*

Safe Open Together

## **Las Animas County 5 STAR Certification Program FAQ's**

### **What is the 5 Star State Certification Program?**

The program encourages businesses to implement safety measures beyond what is already required by public health orders and guidelines that will help slow the spread of COVID-19. In doing so, businesses will be able to accelerate their reopening.

Depending on where Las Animas County falls on the COVID-19 dial , certified businesses are eligible for less restrictive capacity caps. 5 Star certification reassures employees and customers that businesses are adhering to enhanced guidance. The program is completely voluntary and also serves as an expanding directory of establishments recognized for their efforts to keep their communities safe and open.

### **Why should my business participate in this program?**

This program is about doing the “right thing for the right reasons.” Our community health is important as well as our economic health, and this program gives Las Animas County the ability to keep both a priority during the COVID-19 pandemic.

### **Why as a consumer should I care about this program?**

Supporting Local is more important now than it has ever been. It is also important for you to feel confident your health is a priority while patronizing local establishments. When you see the “5-Star Rating” proudly displayed at Las Animas County businesses, you know they are going the extra mile to ensure the health and safety of both their customers and employees.

### **Do I have to pay to have my business participate in this program?**

NO. There are no fees associated with the Variance Protection Program (VPP).

**Does my business have to be a Las Animas Chamber member to participate?**

NO. Any business located in Las Animas County is eligible for this program.

**Can a business lose their “5-Star” rating?**

YES. Businesses will be continually evaluated, ensuring they continue to adhere to the standards and criteria needed to be a “5-Star” Business under the VPP.

**If my business chooses to not participate, does that mean I do not have to follow the safety guidelines?**

NO. All State of Colorado mandates and guidelines are still in place for each industry. 5-Star Businesses are simply being recognized for actively implementing, enforcing, and promoting safe business practices per the guidelines.