[Date]

Dear [Name],

My name is [name], [title] with [business name and/or industry]. I/we are writing to you today to stress the importance of our industry being classified as an essential service.

Many business providers in this industry are seeking clarification on whether our services—in part or in whole—have the distinction of "essential." In working with the Michigan Pool & Hot Tub Alliance (PHTA), we have reviewed Governor Whitmer's Executive Order No. 2020-21 and the Department of Homeland Security's statements, giving guidance to those distinctions. The PHTA National Government Relations and Law personnel feel that our business is compliant, minimally in a limited capacity and should be a recipient of the distinction of “essential.”

[Insert information on services provided and how a lack of these services can cause a threat to public safety, property damage, do not violate the “Stay Home, Stay Safe” order, etc.]

[Insert workforce numbers and economic impact on staff and business, lay-offs, hardships, necessity of continuing to operate business, etc.]

Example: The need to maintain safe water conditions in swimming pools and spas is a vital part of public health to prevent other viruses from presenting themselves, and is one of many services offered by [business name]. Additionally, projects that are in progress and leaving pools without water and function can also present significant safety issues. An open construction project is a hazard. Some staff are struggling to make ends meet, and being able to keep as many people employed and paid as possible is just as important as keeping everyone healthy. We are able to perform these services in a way that does not violate Executive Order No. 2020-21. Eliminating or pausing essential pool care, repair/maintenance services, and construction projects can also have serious health and safety implications.

I/we are reaching out to our local lawmakers to better understand this Executive Order and our industry limitations and obligations during this time of national concern. Can you please provide more clarification on the pool and spa industry's ability to conduct services in [city/county/ region name]? I understand that there are limits but there is also much gray area, and many in this industry are compliant and should be encouraged from a position of public health and safety.

Thank you so much for your time and consideration during this pandemic. I/we can be reached at [phone] or [email], and thank you in advance for your response.

Sincerely,

[Signature]

[Name]

[Business name]